MICHIGAN STATE UNIVERSITY EAST LANSING

RADIO STATIONS • WKAR • WKAR—FM

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NAEB — URBANA
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January 22, 1963

Miss Marion Corwell
Chairman, NAEB Public
Relations Committee
119 Gregory Hall
Urbana, Illinois

Dear Miss Corwell:

I am a graduate student here at Michigan State University, presently working toward a Master of Arts degree in Television-Radio. As part of my degree requirements, I am now initiating work on my thesis project, and it is concerning this matter that I write you.

I would like to do a study on the public relations programs and practices of U.S. educational television stations, based on the preliminary hypothesis that ETV broadcasters are for the most part neglecting this important phase of their business, or at least, are not fully developing their public relations programs. The rationale for the study would seem to be two-fold, based on the importance of PR in our society today, and the apparent lack of organized research data now available about public relations practices of ETV.

It is anticipated that the survey method will be used in gathering information for the study, involving a questionnaire which will be designed and mailed to all ETV stations now on the air in the U.S.

I would hope that, based on information available to you as Chairman of the NAEB Public Relations Committee, you might be able to express an opinion as to whether you would consider such a study worthwhile and of potential value to ETV. If you could offer such an opinion based on this brief outline I have given you, I would greatly appreciate it.

If you know of any such studies that have been done in this area,

or of any information that might be valuable to me in conducting such a study, I would also appreciate your sending me such materials you may have available.

Thank you very much for any assistance you may be able to provide.

Sincerely yours,

Lee Giles

Lee Giles
1301 D. University Village
East Lansing, Michigan

**DEARBORN PUBLIC SCHOOLS**
8787 NEOKEL, DEARBORN, MICHIGAN LU. 1-2018
Ext. 269

School Relations
RUSSEL D. CATHERMAN, STAFF DIRECTOR

January 31, 1963

Mrs. Betty McKenzie
Publications Editor, NAEB
119 Gregory Hall
Urbana, Illinois

Dear Betty:

We have organized our 32 schools in the Dearborn System so that news representatives, appointed by the principal of each school, will serve as our "field representatives" in reporting the news to our office.

We are meeting with our representatives today and I thought the materials we have prepared for them would be of interest to you, in view of our struggles with the NAEB PR KIT.

Sincerely,

Marion

Marion Corwell
Associate Director

MC/eh
Enclosure

DEARBORN PUBLIC SCHOOLS
5757 NECKEL, DEARBORN, MICHIGAN LU. 1-2018

School Relations
RUSSEL D. CATHERMAN, STAFF DIRECTOR

February 1, 1963

Mr. Lee Giles
1301 D. University Village
East Lansing, Michigan

Dear Lee:

Your letter dated January 22 was forwarded to me from NAEB Headquarters in Urbana.

You are right in your premise that ETV stations, in general, could do a better job in the area of public relations. Our experience indicates a growing awareness of the importance of community involvement in station promotion and we feel our NAEB Public Relations Committee has done much to impress NAEB member stations of the vital role a carefully planned PR program should play in every station operation.

Concerning your proposed study: I am sure you are aware that everyone in business is weary (I am being kind; I could use a much stronger word) of graduate students' surveys. The feeling is that, in many cases, the professionals are asked to do the writing for the student--and the result is, the survey questionnaire is deposited in the round file.

The survey may be essential to your thesis; in fact, it might be useful to the industry to have this information. However, if your thesis is to contribute anything really worthwhile, I feel it should go a step further and include a proposed public relations program which could be used as a blueprint by any ETV station that recognized its importance.

Our NAEB public relations committee prepared a PUBLIC RELATIONS KIT last year which was a step in this direction, although not nearly as complete or detailed as your thesis would be if you follow my suggestion. The KIT might prove useful to you. It was designed for NAEB members but I am sure it could be made available to you for a small fee. Write Miss Betty McKenzie, Publications Editor, NAEB, 119 Gregory Hall, Urbana, Illinois for the KIT.

I would be very much interested in the results of your study and wish you success in its undertaking. Let my know if I can be of further help.

Sincerely,

Marion Corwell

Marion Corwell
Associate Director

MC/eh
cc: Harold Hill
Betty McKenzie

MICHIGAN STATE UNIVERSITY EAST LANSING

RADIO STATIONS • WKAR • WKAR—FM

February 15, 1963

Miss Marion Corwell
Associate Director
School Relations
Dearborn Public Schools
5757 Neckel Avenue
Dearborn, Michigan

Dear Miss Corwell:

Thank you so much for your letter of February 1, in response to my earlier request for your opinion of my proposed research study of the public relations practices of ETV.

Your comments and suggestions were most helpful, especially your suggestion that I consider proposing a public relations program for the industry. As somewhat of a coincidence, I think, I am engaged this quarter in setting up a public relations program for WKAR as part of a "special problems" course I am taking. However, I had never seriously considered undertaking a similar project for educational television until you mentioned this possibility.

I also had doubts about the survey approach to my study, realizing quite well the attitude people have toward questionnaires! I do believe that I would at least like to sample some of the things people in the industry say they are doing about PR, but perhaps I may be able to do this on a more limited scale than I had anticipated if I also include a proposed PR program in the study.

As you can see, I'm still in the "thinking" stage on this project, and that is why I have found your suggestions so valuable. Incidentally, I have been using the NAEB PUBLIC RELATIONS KIT as an aid in setting up the WKAR proposed program.

Thanks again for your interest and assistance.

Sincerely yours,

Lee Giles

R. Lee Giles
Acting Promotion Director

Memo from the desk of:
*BETTY McKENZIE*
*NAEB Publication Editor*

2/6/63

To Marion Corwell

Dear Marion,

Thank you for your letter and the materials you are using with your news representatives. I found it quite interesting--as you say, in view of our struggles with the PR kit for NAEB. Those are going fairly well, by the way. Over half of them have been mailed to people who requested them...and quite a sizeable number of the Speaker's Portfolio also. I plan to run an up-to-date item on them in the March Newsletter.

We were successful in getting free space for one major exhibit--the ASCD ~~exhexh~~ convention in St. Louis in March. Marguerite Fleming is handling all the exhibit, and plans to have staff members to man it.

Wonder if I'll see you at the Region III meet in Chicago next month? If so, maybe we can talk about what project we should work on this year PR-wise. There are a number of things--questions, that is--I can think of: How can we do an NAEB PR job in connection with the State ETV committees etc. springing up to takeadvantage of national funds? Are our publications doing an adequate PR job and how could they do better? (Here I'm referring to the Journal and Newsletter primarily.) Perhaps we could

meet with some Publications Committee members on this? And is there something we can do or suggest with regard to membership--especially getting new Individual Members? Perhaps this could be done cooperatively with the Membership Committee--or at leas t with Lew Rhodes, the Vice Chairman in charge of Individual Members. (He seems quite eager and cooperative.)

Anyway, even if I don't have any answers, I've got some questions!

Thanks again for sending along the materials, and I hope to see you soon -

Best,

Betty

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

OFFICE OF THE VICE PRESIDENT

NAEB

Suite 1119
1346 Connecticut Avenue, N. W.
Washington 6, D. C.

March 20, 1963

Mrs. Marion Corwell
Associate Director
School Relations
Dearborn Public Schools
5757 Neckel
Dearborn, Michigan

Dear Mrs. Corwell:

Since Mr. Hill is out of town at the present time, your letter of March 18 has come to my attention.

Mr. Campion's address is Director, Division of Educational Communications, New York State Department of Education, Albany, New York - Mr. Tyler's is President, ETV Committee - Arkansas, 1010 West 3rd Street, Little Rock, Arkansas.

Sincerely,

Mary Lynn Moody

(Miss) Mary Lynn Moody
Secretary to Harold Hill

mlm

**DEARBORN PUBLIC SCHOOLS**

8757 NECKEL, DEARBORN, MICHIGAN LUzon 1-2018

School Relations

March 18, 1963

Mr. Robert D. Squier
Television Program Director
University of Texas
Austin 12, Texas

Dear Bob:

Thank you for your recent letter. I am delighted that you will be serving on our NAEB Public Relations Committee and look forward to working with you throughout the coming year.

The project which National has asked us to persue this year is the compilation of a directory of speakers who would be capable and willing to address groups on educational broadcasting and the work of the NAEB.

How do you think we should go about finding outstanding speakers to include in the directory?

I would very much appreciate your counsel on methods of procedure and would also like you to give some thought to persons in your area who should be included in a speakers' directory.

A decision has not as yet been made concerning a committee meeting in Columbus this summer. I think it would be an excellent time to get together and hope we can arrange it.

Sincerely,

(Mrs.) Marion Corwell
Associate Director

MC/ejh
cc: Harold Hill

RADIO/TELEVISION RTT AT THE UNIVERSITY OF TEXAS
AUSTIN 12, TEXAS

ROBERT F. SCHENKKAN
*Director*

ROBERT D. SQUIER
*Television Program Director*

March 4, 1963

Mr. Marion Corwell
Media Specialist
Office of School Relations
Dearborn Public Schools
Dearborn, Michigan

Dear Mr. Corwell:

I see by the latest issue of the NAEB NEWSLETTER that I have been made a member of the NAEB Public Relations Committee of which you are chairman.

I am very anxious to be of whatever help possible on this committee and look forward to hearing from you about the duties of the committee, past activities and future plans.

Will the committee meet at the IERT meeting in Columbus this summer?

Sincerely,

Robert D. Squier

RDS/jem

**DEARBORN PUBLIC SCHOOLS**

8757 NECKEL, DEARBORN, MICHIGAN LUZON 1-2015
Ext. 269

File Copy

**School Relations**

Gertrude Broderick
Lillian Brown
Frances Butler
Tom Aylward
Lawrence Creshkoff
Robert Montgomery
Jack Summerfield
Lee Campion
T. E. Tyler

April 9, 1963

Mr. Lee Campion, Director
Division of Educational Communications
New York State Department of Education
Albany, New York

Dear Lee:

Welcome to the NAEB PR Committee for 1963!

As our project for this year, NAEB Headquarters has requested our committee to compile a SPEAKERS' DIRECTORY, patterned after the NAB and Audio-Visual directories. It will be our task to locate competent speakers, who would be willing to talk on the merits of educational broadcasting.

Would you please send me by April 20 your ideas concerning the best method of procedure in compiling a speakers' directory for NAEB? Should a questionnaire be sent to all members? If you believe a questionnaire should be used would you please include with your reply a sample questionnaire, including the information you feel is essential?

If you have an opportunity, look at the NAB and Audio-Visual Speakers' Directories and express your views on which format you prefer. Add any suggestions you might have for improving the formats in the Speakers' Directory we prepare.

Shall we schedule a committee meeting at the Columbus Institute this year? Will you be there? Let me know, please.

All the best,

Marion Corwell
Associate Director

MC/ejh

# Television Information Office

OF THE NATIONAL ASSOCIATION OF BROADCASTERS

666 FIFTH AVENUE, NEW YORK 19, NEW YORK, PLAZA 7-4600

LAWRENCE CRESHKOFF
*Executive Editor*


April 11, 1963

Miss Marion Corwell
Dearborn Public Schools
5757 Neckel
Dearborn, Michigan

Dear Marion:

In response to your letter of April 5, may I offer a few comments about the possibility of publishing an NAEB speakers directory?

Having examined the NAB version, I have some reservations about the usefulness and practicality of this particular approach. For one thing, it is fairly inflexible unless NAEB were to undertake to revise and redistribute it at least annually. This could become a fairly costly project.

Secondly, it seems to me that some provision should be made for more specific breakdowns of areas of competence, i.e., production, programming, etv-the big picture, technical aspects, and so on.

I wonder if it might not be more effective to organize the speakers bureau on a regional basis, using the various regional headquarters as clearing houses for speakers. Thus, a questionnaire could be sent to all members, the information transferred to file cards, cross-referenced by subjects, with two sets of files set up -- a national master file at Washington or Urbana, and a regional file at each of the regions.

By publishing a brochure listing the availability of speakers and distributing this through appropriate channels, inquiries could be invited to the regional headquarters, where some degree of control could be maintained over how many invitations go to which people. Among other things, this would give the regions something constructive to do.

I am enclosing for your interest, a copy of the Speakers Bureau Volunteer Form sent out by the Academy of Television Arts and Sciences. The aspect that I remember from the original form, however, seems to be missing:


Chairman: **Clair R. McCollough** Steinman Stations, Lancaster, Pennsylvania. **Lester Bernstein** National Broadcasting Company, New York, New York. **Roger W. Clipp** Triangle Publications, Inc. Philadelphia, Pennsylvania. **John P. Cowden** C B S Television Network, New York, New York. **Joseph C. Drilling** WJW-TV, Cleveland, Ohio. **Michael J. Foster** American Broadcasting Company, New York, New York. **C. Wrede Petersmeyer** Corinthian Broadcasting Corp., New York, New York. **J. S. Sinclair** WJAR-TV, Providence, Rhode Island. **Willard E. Walbridge** KTRK-TV, Houston, Texas

space to designate what the respondent to the questionnaire considers to be the areas he can talk about most effectively. With such a revision, (as well as questions about degrees, publications, thesis topics, previous experience, etc.) it seems to me that this kind of system might work quite well. Of course, one big "if" would be the degree to which the regional speakers bureau heads did their jobs effectively.

At the moment I have not yet made plans to go to Columbus, but I probably shall. I suspect that a meeting there would make a fair amount of sense.

Faithfully,

Larry

LC:L
Enclosure

AMERICAN ASSOCIATION OF UNIVERSITY WOMEN
2401 VIRGINIA AVENUE, N.W. WASHINGTON 7, D.C.

April 8, 1963

Miss Marion Corwell
Associate Director -- School Relations
Dearborn Public Schools
5757 Neckel
Dearborn, Michigan

Dear Miss Corwell:

Thank you for your letter of April 5.

I was rather surprised to learn from your letter that NAEB was asking me to serve another term on the Public Relations Committee. In view of my inexperience in publicity, which seems to be the main concern of the PR Committee, I do not believe I could make any real contribution to the committee's work. Furthermore, AAUW plans to abolish its Mass Media program as of June 30, and I shall no longer be serving as Associate for Mass Media.

Under the circumstances, I am sure you will understand my reluctance to accept a reappointment to the committee. I am writing to Mr. Harley to express my regret that I cannot continue to serve.

With best wishes for the committee's future,

Sincerely,

Frances Butler

Frances E. Butler
Staff Associate -
Mass Media

FEB:cbe

OFFICERS
T. E. "TOM" TYLER
PRESIDENT
C. C. GIBSON, JR.
VICE-PRESIDENT
MRS. O. P. HAMMONS
SECRETARY

STATE OF ARKANSAS

MEMBERS
T. E. "TOM" TYLER, LITTLE ROCK
C. C. GIBSON, JR., JEROME
MRS. O. P. HAMMONS, FORREST CITY
MRS. J. R. SINK, NEWPORT
MRS. WARREN M. DOUGLAS, JONESBORO
CLARENCE HIGGINS, FORT SMITH

ARKANSAS EDUCATIONAL TELEVISION COMMISSION
1010 West Third Street
LITTLE ROCK, ARKANSAS

April 16, 1963

Mr. Marion Corwell
Associate Director
Dearborn Public Schools
5757 Neckel
Dearborn, Michigan

Dear Mr. Corwell:

I was somewhat surprised when I read your letter of April 9. I knew that I had been appointed to the ETV Committee, but I did not know that I was also appointed to the Public Relations Committee. However, I am happy to do whatever I can to make whatever contribution possible. As to Audio-Visual Directories, I do not have them in my files nor do I recall receiving them unless my former secretary has filed them in "file 13." Therefore, I will leave the pattern of composition to you and others on the Committee.

As to locating competent speakers and the procedure, I definitely would recommend questionnaire type inquiry. As to subject matters to speak on, I would say something within the scope of ETV. Of course, we all know that utilization, coordination, and quality instead of quantity should be stressed. In fact in my observance of other states in their operation, these three items seem to be the key to a successful and acceptable utilization of this new media. Of course, you must realize that we in Arkansas have worked hard since 1957 to bring ETV to Arkansas, but until this Session we had made very little progress except for the creation of a commission. I did not make a definite statement other than from observation. I do believe that one of the main inferences should be on financing the different methods used by the various states to be analyzed from these inquiries, then utilized to the extent of stressing state support, along with Federal funds.

As you know, I have been a strong supporter of Federal grants to ETV. I am firmly convinced that if the President desires to give assistance to improve education, this new media can make a great contribution. I am hopeful that I will see the day that matching funds will also be made available.

I realize that this does not entirely answer your questions, however, I think a questionnaire posing the question of Federal aid to TV compiled from the various states through the members of NAEB would be a great asset in the furtherance of public relations between the Federal government and the progress of ETV. Of course, the other preliminaries used in a questionnaire of this nature with regard to a man's position in life, his civic activities, etc., should be inserted.

If there are any additional questions you would like to pose, please let me know. I might add that I have used in all of my talks to P.T.A. groups and clubs definite statements approving Federal aid in the field of ETV and thus far I have received no criticism. I am also certain it is acceptable by Arkansas because we passed an appropriation for $250,000 Federal funds, if and when available, by a vote of 86-0 in the House this last Session.

With regard to the meeting at Columbus Institute this year, at this time I would say that it is possible for me to attend. However, should the meeting be set, I would like to know at lease 60 days prior to the meeting so that I can make the necessary arrangements.

Best regards,

T. E. Tyler
Chairman
Educational Television Commission

TET/jm

UNIVERSITY OF MARYLAND
COLLEGE PARK

RADIO - TELEVISION DIVISION
DEPARTMENT OF SPEECH AND DRAMATIC ART

April 22, 1963

Miss Marion Corwell
School Relations
Dearborn Public Schools
5757 Neckel
Dearborn, Michigan

Dear Marion:

Thanks for the re-welcome to the committee for 1963...I hope to contribute more than I did in 1962...but we'll see about that at the end of the year.

As to the speakers Directory...I've had only slight knowledge about this type of thing, and unfortunately can not seem to find a copy of any that you mention. However, it does seem a most worthwhile endeavor, what with the increse in interest in educational broadcasting. I am enclosing a copy of the type of "roster" which we use at the University of Maryland. The information for it is obtained by a very simple questionaaire..a copy of which I can not find though it is not much more extensive than the information which is published in the "roster." A ~~bibliographical sheet~~ biographical is also completed periodically, which is duplicated for the use of the program chairmen who has requested one of the speakers in the roster. So much I can now contribute.

Yes, I think a meeting in Columbus would be a good idea...as for me, I do plan to be there...and would think we might make use of an hour or two for planning in person. Last year I questioned how a committee might write a one minute spot...I think it did well. Let's do the same this year with this project.

Sincerely,

Tom

Thomas J. Aylward
Assoc. Prof.

DEPARTMENT OF
HEALTH, EDUCATION, AND WELFARE
OFFICE OF EDUCATION
WASHINGTON 25, D.C.

April 19, 1963

Miss Marion Corwell
Associate Director
Dearborn Public Schools
Dearborn, Michigan

Dear Marion:

I enjoyed your letter and appreciate your friendly welcome to an old committee member. I dislike alibis and I won't bore you with all of the reasons why I have not been able to meet your deadline date for ideas about compiling our NAEB SPEAKER'S DIRECTORY. The past two weeks have just been too demanding and yours was one assignment which I put aside. Now I am leaving for DAVI in Denver where I will be most of next week. After that you will be in Philadelphia at AWRT. I, unfortunately, am going to have to miss it but while you are conventioning I will do my best to prepare something and have it in your mail by the time you return to Dearborn. I hope to be at the Columbus Institute and think by all means that we ought to get our committee to plan to meet there.

With best wishes, I am,

Hastily yours,

Gertrude

(Mrs.) Gertrude G. Broderick
Educational Media Specialist

The National Academy of Television Arts and Sciences

*A Non-Profit Association Dedicated to the Advancement of Television*

54 WEST 40 STREET, NEW YORK 18. N. Y.
Area Code 212 LA 4-9666

7188 SUNSET BOULEVARD, LOS ANGELES 46, CALIF.
Area Code 213 HO 7-5115

Dear Member:

One of the most rewarding fields in which the Academy is active is our Speakers Bureau. Each year requests are received for speakers, lecturers and advisers to make the world of television more meaningful to the public. These engagements are filled by members of the Academy, and you are invited to participate in this exciting work which benefits not only the public and the industry, but the Academy itself.

If you wish to offer your services as a speaker, lecturer or adviser, please fill out the enclosed questionnaire and return it in the enclosed envelope. At a later date you will be asked to meet with a member of the Speakers Bureau Committee so that we may know how best to use your abilities in the Bureau's work.

All travel and maintenance expenses are paid for our volunteers by the organization they serve. Since each Chapter serves its own geographic area, a journey of more than an hour or two is rarely required.

All arrangements for engagements you may wish to fill will be made in consultation with you and at your convenience. If you have any questions, please contact Kenneth Leedom at the Academy in New York.

Thank you for your interest and cooperation.

Sincerely,

ACADEMY OF TELEVISION ARTS AND SCIENCES

Charles Mountain

Charles Mountain, Chairman
New York Speakers Bureau

CM/sw

**DEARBORN PUBLIC SCHOOLS**

5757 NECKEL, DEARBORN, MICHIGAN LUzon 1-2018

Ext. 269

**School Relations**

April 5, 1963

Miss Lillian Brown, Director
Department of Radio-TV
George Washington University
2025 H Street, N.W.
Washington 6, D.C.

Dear Lillian:

Welcome to the NAEB PR Committee for 1963!

As our project for this year, NAEB Headquarters has requested our committee to compile a SPEAKERS' DIRECTORY, patterned after the NAB and Audio-Visual directories. It will be our task to locate competent speakers, who would be willing to talk on the merits of educational broadcasting.

Would you please send me by April 20 your ideas concerning the best method of procedure in compiling a speakers' directory for NAEB? Should a questionnaire be sent to all members. If you believe a questionnaire should be used would you please include with your reply a sample questionnaire, including the information you feel is essential?

If you have an opportunity, look at the NAB and Audio-Visual Speakers' Directories and express your views on which format you prefer. Add any suggestions you might have for improving the formats in the Speakers' Directory we prepare.

Shall we schedule a committee meeting at the Columbus Institute this year? Will you be there? Let me know, please.

All the best,

Marion

Marion Corwell
Associate Director

MC/ejh

Dear Marion - a copy of the A TV AS Speakers Bureau questionnaire will be sent to you under separate cover. Columbus is still ?? for me. Schedule for ones there by all means! Lillian

**DEARBORN PUBLIC SCHOOLS**

8787 NEGKEL, DEARBORN, MICHIGAN LUZON 1-2018
Ext. 269

School Relations

April 29, 1963

Mr. William Harley
National Association of
Educational Broadcasters
1346 Connecticut
Washington 6, D.C.

Dear Bill:

Thank you for your letter of April 22. Frances Butler also wrote me and advised that she planned to resign from the committee. At this moment, I have no suggestions of a replacement for her on the committee but will give it some thought and let you know as soon as I come up with a name.

It was my impression that the new brochure published last summer was a membership recruitment pamphlet. Do we need another one so soon? The brochure you sent me from the ASAE is most impressive and I would be happy to work with members of the committee on something similar for the NAEB if you feel it is needed.

I am tying up loose ends before leaving early Monday morning for a week in Philadelphia, we will certainly miss you at the AWRT Convention this year.

All the best,

Marion Corwell
Associate Director

MC/ejh

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
1346 CONNECTICUT AVENUE
WASHINGTON 6, D. C.

WILLIAM G. HARLEY
PRESIDENT

April 22, 1963

Miss Marion E. Corwell
Dearborn Public Schools
Office of Public Relations
5757 Neckel Avenue
Dearborn, Michigan

Dear Marion:

I had a letter from Frances Butler of the American Association of University Women, saying that she has decided to resign from the Public Relations Committee. She said that she never had been active and furthermore the AAUW was giving up its Department of Mass Media.

I cannot lay my hands on the letter in which you recommended some additions to your Committee, so let me know your choice of a replacement and I will make the appointment.

I also enclose a copy of a brochure put out by the ASAE. Perhaps we should be turning out something of this nature as a promotional piece for the membership recruitment. Your Committee could work closely with the Membership Committee in developing such a brochure. It need not be quite so fancy but still ought to be attractive. What do you think?

Cordially,

William G. Harley

WGH:jms

Enclosure

P. S. We have lots of letters from which we could extract quotes on the value of the organization.

May 28, 1963

Mr. Louis Penaguy, Director
Coordination and Information
Alabama Educational Television Commission
2151 Highland Avenue
Birmingham 5, Alabama

Dear Lou:

I was writing an item for the Newsletter this morning about the convention, and, looking at the tentative schedule of events as shown in the attached, I see there isn't a session on public relations as you have mentioned you'd like to see started. In view of the apparent seccess of the Region II PR meeting, and in view of the fact that you've agreed to undertake a PR column for the Journal, it would seem to be a good time to have such a session--especially if you could tie in the Journal column and get some discussion along that line.

If you think this would be a good idea, and if you are willing to set up such a session, you might write to Harold right away. I haven't checked with him, and it's possible that we would be too late to add to the schedule for this year.

I'm sure Marion Corwell, chairman of the PR Committee, would be glad to help in any way she could.

Cordially,

(Mrs.) Betty McKenzie
Publications Editor

BMCK/mp

cc: Harold E. Hill
Marion Corwell ✓

Marion: Lou ran a PR session at the Region II meeting, and in his report to me, he listed, briefly, a number of ideas used by various people. It seemed to me that this type of thing might make a good column from time to time in the Journal. (I doubt that we could get enough to make it an every-issue affair.) Lou has agreed to collect and rewrite these items into a column, if people will send him the material. The kick-off issue will be September-October, in which his report of the Region II meeting will appear. This was practical stuff that a PR person might be able to use--not the Cloud Nine type of thing some of our PR Committee members deal in!

Betty

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
1346 CONNECTICUT AVENUE
WASHINGTON 6, D. C.

WILLIAM G. HARLEY
PRESIDENT

May 28, 1963

Mr. Lou Peneguy
Director, Coordination and Information
Alabama Educational Television Commission
2151 Highland Avenue
Birmingham 5, Alabama

Dear Lou:

I agree with you that there has often been too little time for committee members to become sufficiently acquainted with their responsibilities before their term of office expires. This was the reason that we inaugurated the plan for three year staggered terms with three members revolving off each year. Appointments are made in January and are for the calendar year.

Since you did not have a full three year term and since you were a valuable member while you were on the Committee, would you be willing to accept a vice appointment for the balance of this year to the Public Relations Committee? Frances Butler, AAUW, has had a change in her responsibilities and has resigned from the Committee. I should like to appoint you to fill out the balance of her term.

Cordially,

William G. Harley
President

WGH/mlm
cc: Marion Corwell

BUTLER UNIVERSITY
INDIANAPOLIS 7, INDIANA

JORDAN COLLEGE OF MUSIC

Mr. Robert L. Montgomery
Chairman, Radio & T.V. Dept.
Butler University
May 13, 1963

Mrs. Marion Corwell
Dearborn Board of Education
5757 Neckel Avenue
Dearborn 1, Michigan

Dear Marion:

I would suggest that the Speakers Bureau of the NAEB be constructed the same way as the NAB Bureau.

It is a good system and it works.

Marion, perhaps it would be a good idea to prepare a few speeches and a fact sheet so we would have some basic material to go on.

I'm looking forward to seeing you at the next regional meeting of your committee.

The cause of Educational Broadcasting in Indianapolis is going at a slow rate. If you have any ideas I would like to hear about them.

Sincerely,

Robert L. Montgomery
Chairman, Radio & T.V.

DEARBORN PUBLIC SCHOOLS
8787 NEGKEL, DEARBORN, MICHIGAN LUcas 1-3618

School Relations

June 11, 1963

Mr. Lou Penegny, Director
Coordination and Information
Alabama Educational Television Commission
2151 Highland Ave.
Birmingham 5, Alabama

Dear Lou:

Your letter was forwarded to me from the Henry Ford Museum and just arrived today. I left the employ of HFM last October and have been laboring mightily in the cause of public education ever since. I like the new connection very much.

There is no "Ford Film Library for Educational Television Stations." I produced about 75 kinescopes which we made available to ETV stations for several years but they are not of broadcast quality any more (damaged from overuse, and I was unable to induce the management to replace them). My successor at HFM is Ted Payne. He may be doing some shows in the future which you would be interested in.

Ford Motor Company, 1 American Road, Dearborn, has an extensive film library which includes films cleared for television. Supervisor of the Library is Russell Haynes. I know they have an excellent new film about Henry Ford, which was produced in honor of his 100th birthday.

This gives me an opportunity to welcome you back to the NAEB PR Committee. The project for this year is the publication of an NAEB Speakers' Directory. Would you please give me your ideas concerning format, method of locating qualified speakers, etc? If you feel the NAEB should mail a questionnaire to its membership to locate speakers, would you please suggest questions which it should include?

All the best,

Marion Corwell
Associate Director

MC/eb
cc: Harold Hill

# ALABAMA EDUCATIONAL TELEVISION COMMISSION

2151 HIGHLAND AVENUE BIRMINGHAM 5, ALABAMA TELEPHONE 322-4625
WAIQ, CHANNEL 26 WBIQ, CHANNEL 10 WCIQ, CHANNEL 7 WDIQ, CHANNEL 2

June 3, 1963

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DIRECTOR
COORDINATION & INFORMATION
MRS. MADGE LAW
OFFICE MANAGER

Miss Marion Corwell
Director of Public Relations
Ford Museum
Dearborn, Michigan

Dear Marion:

This is to inquire if the Ford Film Library for Educational Television Stations is under your jurisdiction? If not, would you please advise who does head it?

Lou Peneguy, Director
Coordination and Information

LP/nc

WGH

NAEB HEADQUARTERS
1346 Connecticut Avenue, N.W.
Washington 36, D.C.

MEMORANDUM

TO: NAEB Public Relations Committee
Betty McKenzie

FROM: Harold E. Hill

DATE: June 21, 1963

The staff recently discussed the possibility and feasibility of some sort of special observance "day" or "week" for educational broadcasting. As an initial step, recalling the great interest of Lee Dreyfus in such a project a few years ago, we wrote him for any suggestions and ideas he might have. Lee returned some excellent ideas, which are reproduced below, and the staff discussed the whole idea with the Board of Directors at the time of its meeting in Columbus last week. The Board directed us to refer this matter to your committee for consideration and recommendations.

Suggestions by Lee Dreyfus:

". . .In terms of an educational broadcasting week or day, I would suggest the following: first, I think it should be a week rather than a day in order to implement the involvement of commercial broadcasters. If you attempted in a large city to involve all the commercial broadcasters in the same day, you would find a great deal of reluctance on their part, I am sure. They need some flexibility in terms of giving away public service time. I would suggest that every commercial station be enlisted through the networks, through local arrangements and through the NAB, to do a program saluting their local educational broadcasters, to air a "sampler" which would be produced by the local broadcaster, and to provide top management talent to appear on the local broadcasting station for purposes of discussion concerning the role to be played in the community as it relates to the commercial field.

"I think that this can be further implemented by the direct establishment of this week in terms of a proclamation by the president. This, I feel, can be obtained through the concerted effort of members of Congress who would be prompted by the entire educational broadcasting field. It could also be implemented through the HEW and through the good offices of the NAEB. It would seem reasonable to me to request this kind of proclamation from the governors of state as well. It may even be a better move to work on 50 governors at one time rather than to make this a national thing.

"In terms of special programing, I would suggest that some program be developed involving national personalities for distribution on the NAEB network and for television distribution. This could be done by the NAEB, though I do not wish to get into that fight at the moment, or simply to coordinate with NETRC on the matter. In this way, both audio and video tapes could and would be available. I think it would

also be best to prepare an educational broadcasting week kit with spot announcements, with program suggestions, with format, etc. for those stations which must operate without personnel, so to speak. Having grown up this way, I'm sensitive to the needs of those kinds of operations. A well-prepared publicity and production aid kit could result in push across the country which would have a professional stamp on it.

"In terms of any contacts with the NAB, may I suggest that it would best be handled through Dr. Mary Ann Cusak, who is now the Special Assistant to the President, LeRoy Collins. Mary Ann took her doctorate degree with me at Wayne State University and may or may not be known to you. As of now, these are the suggestions off the top of my head concerning this project."

HEH:atb

cc: Lee Dreyfus

# PUBLIC RELATIONS COMMITTEE

Marion Corwell, Chairman
Associate Director
Office of Schhol Relations
Dearborn Public Schools
Dearborn, Michigan

Dr. Thomas J. Aylward, 1964
Associate Professor
Department of Speech
University of Maryland
College Park, Maryland

Lawrence Creshkoff, 1964
Executive Editor
Television Information Office
666 Fifth Avenue
New York, New York 10019

Robert Montgomery, 1964
7632 Fall Creek Road
Indianapolis, Indiana 46226

Lee Campion, 1965
Director
Division of Educational Communications
N.Y. State Department of Education
Albany, New York 12201

Robert Squier, 1965
TV Program Director
Radio-TV
University of Texas
Rm 7158
Austin, Texas

T. H. Tyler, 1965
Arkansas Educational TV Committee
1010 West Third Street
Little Rock, Arkansas

Leontine Keane, 1966
Director
Radio-TV Publicity
Mass Communications Center
Wayne State University
Detroit, Michigan 48202

Lou Peneguy, 1966
Alabama ETV Commission
2151 Highland Avenue
Suite 206
Birmingham, Alabama 35205

June 19, 1963

Mr. Louis Peneguy, Director
Coordination and Information
Alabama Educational Television Commission
Birmingham 5, Alabama

Dear Lou,

Thank you for the carbons of your letter to Bill Harley and Harold Hill dated June 10.

I'm in full agreement with you that a PR session is very much needed at the NAEB convention. I've spoken to Bill Harley about this on several occasions during the past few months and he agreed that it would be helpful. I hope it can be scheduled for the Milwaukee conclave.

We don't have minutes of our last national PR committee meeting. The committee member designated to take the minutes has never submitted them to me---Actually, nothing constructive was developed and we spent most of the time finalizing the PR KITS. You really didn't miss much!

We're anxious to hear from you concerning our current project: the speakers' directories.

All the best,

Marion Corwell
Associate Director

MC/hjk

ALABAMA EDUCATIONAL TELEVISION COMMISSION
BIRMINGHAM 5, ALABAMA

June 10, 1963

Mr. Harold Hill
National Association of Educational Broadcasters
1346 Connecticut Avenue
Washington, 5, D. C.

Dear Harold:

Mrs. Betty McKenzie has written that on reading of the success of the public relations committee session at the NAEB Region II meeting this spring, that there might be such a session on the national level in Milwakee.

As you know for the past four years I have been appealing for a public relations session at the NAEB national meetings, other than the once-a-year meeting by NAEB PR committee members. This meeting, as you know, is basically to exchange ideas for the promotion of the NAEB; not an interplay of individual station suggestions.

If you and Marion Corwell like the idea of establishing (or trying) an assembly for ETV PR people, you might want to work it into the schedule. I would be glad to give you the benefit of my experience with the NAEB Regional meeting should you desire it.

Regards.

Louis Peneguy, Director,
Coordination and Information

cc: Marion Corwell

ALABAMA EDUCATIONAL TELEVISION COMMISSION

BIRMINGHAM 5, ALABAMA

June 10, 1963

Mr. William Harley
President
National Association of Educational Broadcasters
1346 Connecticut Avenue
Washington, 6, D.C.

Dear Bill,

This is to acknowledge your May 28th letter appointing me to fill the balance of the term left by former AAUW Public Relations representative Frances Butler.

It will be a pleasure to again to serve on the National Association of Educational Broadcasters Public Relations Committee.

By copy of this letter I am requesting the Mrs. Marion Corwell send minutes of the last national PR NAEB meeting so that I can be briefed on the current status of the Committee.

Regards.

Louis Peneguy, Director,
Coordination and Information

cc: Marion Corwell

Hi, Marion -
Just what I now is NAEB PR?
Last I heard was through
receipt of the Speakers Kit.
Ann

# ALABAMA EDUCATIONAL TELEVISION COMMISSION

2151 HIGHLAND AVENUE BIRMINGHAM 5, ALABAMA TELEPHONE 322-4625
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STAFF

RAYMOND D. HURLBERT
GENERAL MANAGER

AL RENFRO
CHIEF ENGINEER

LOUIS PENEGUY
DIRECTOR
COORDINATION & INFORMATION

MRS. MADGE LAW
OFFICE MANAGER

June 20, 1963

Mrs. Marion Corwell
Associate Director
School Relations
Dearborn Public Schools
5757 Neckel
Dearbon, Michigan

Dear Marion:

Now, I knew you had left the Henry Ford Museum, but for the life of me .. when I wrote to you ... I could not recall where you had moved. Pleased to read that you are content in your new position.

Appreciated all the names and addresses of those to contact for potiental film material from Ford.

Your inquiry for ideas on the NAEB Speakers' Directory finds me in a quandry. It is probably the tale of being in the forest. We have had a well-accepted ETV operation here for 6 of the past 8 years that Alabama has had ETV. It would not be too hard to make suggestions on finding ETV speakers, but just where to find the NAEB speakers brings the question to my mind .. where do speakers talk to encourage others to join NAEB outside of the educational broadcasting field? If you can shed light on this, may be I can think where to find the speakers.

Regards.

Louis Peneguy, Director,
Coordination and Information

The Nation's first ETV network telecasts simultaneously over four channels. Programming is originated by Auburn University, the Birmingham Area Educational Television Association, the University of Alabama (which is also a NET affiliate), and CBS-TV and NBC-TV documentary programs and educational telecourses.

COPY

Sent for the information of

Marion Corwell

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

1346 CONNECTICUT AVENUE, N. W.
WASHINGTON 6, D. C.

June 19, 1963

Mr. Louis Peneguy
Director, Coordination and Information
Alabama Educational Television Commission
2151 Highland Avenue
Birmingham 5, Alabama

Dear Lou:

Thanks for your letter of June 10, and your willingness to help out with the convention program.

I realize that a session on general public relations would probably be helpful to a great many people. I feel that, if we have one, it should deal with both radio and TV and should be designed to help those who don't really know much about PR at the station level, in order to help them promote their own activities and those of the NAEB, as well as educational broadcasting in general.

If we were to follow the general format for the special interest sessions, we would probably have a formal paper on radio and one on TV at the session, but with each of them geared so as to be helpful to all.

At the time I met with Jack McBride, chairman of our national convention planning committee, we did not include in our preliminary plans a session on PR. We didn't include a lot of other things we'd like to have in, either, simply because we don't have enough time to squeeze in all we'd like to have.

However, the plans are still in the formative stage and it is possible that we will include something on PR. We probably won't be able to make final decisions for another month. If we do decide to include the PR session, I'm delighted to know that we can call on you for assistance.

Sincerely,

Harold E. Hill

HEH/mlm
cc: Mrs. Betty McKenzie
Mrs. Marion Corwell

The Washington Chapter
of
The National Academy of Television Arts and Sciences

*A Non-Profit Association Dedicated to the Advancement of Television*

BROADCAST HOUSE
WASHINGTON 16, D. C.
EMERSON 2-9300

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July 29, 1963

Miss Marion Corwell
Dearborn Public Schools
5757 Neckel
Dearborn, Michigan

Dear Miss Corwell:

Enclosed you will find a hastily mimeographed copy of the ATAS Speakers' Bureau questionnaire, as requested by Miss Lillian Brown of George Washington University.

Please accept my regrets for the delay, but I have been waiting for this revised form from the National Office and had this copy made from a master for printing.

Thank you for your inquiry and I hope you will feel free to call upon us for any information or assistance.

Sincerely yours,

Joseph W. Browne

Joseph W. Browne
Chairman
The Speakers' Bureau
Washington Chapter

encl.
JWB:v

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ARKANSAS EDUCATIONAL TELEVISION COMMISSION
1010 WEST THIRD STREET
LITTLE ROCK, ARKANSAS

July 26, 1963

Mr. Marion Corwell
Media Specialist
Office of School Relations
Dearborn Public Schools
Dearborn, Michigan

Dear Mr. Corwell:

If there are any planned meetings for the NAEB Public Relations Committee, please advise me so I can make arrangements to attend.

If there is anything I can do, please let me know.

Very truly yours,

T. E. Tyler

T. E. Tyler
Chairman

TET:ng

NAEB HEADQUARTERS
1346 Connecticut Avenue, N.W.
Washington, D.C. 20036

MEMORANDUM

TO: All NAEB Committee Chairmen

FROM: Harold E. Hill

DATE: August 15, 1963

With the rapid developments in our field, it is important that our membership be informed of those matters which concern them. Cursory mention in the Newsletter or Washington Report does not give sufficent information in depth to keep members well informed. What is needed is some sort of series of reports which could be sent to the membership as the situation warrants. These reports might cover such topics as the 2000 mc ETV system, FM allocations in the educational band, copyright, professional rights, and so on.

The staff is not large enough to permit the preparation of such reports with any degree of regularity. However, if the various committees were to prepare such reports (to be duplicated and distributed by Headquarters), the burden for any one committee would not be too great, since reports would be assigned to whichever committees were concerned with the particular matter under consideration.

The staff recognizes the fact that we have not been availing ourselves of the expertise, experience, and knowledge of the members throughout the country. We need a mechanism which will bring to bear these capabilities on the many important matters facing educational broadcasters, and which will make the results available to the entire membership. We believe the proposed series of reports may provide such a mechanism.

As matters of importance and concern came up, Headquarters would ask a particular committee to prepare a brief report. When sent to Headquarters, the reports would be duplicated (on a standard report masthead, with some such title as "NAEB Special Report") and distributed to the membership. Naturally, the committee would be given credit for the preparation of the report. The reports would be numbered and would, collectively, provide valuable reference material.

Naturally, we would hope that each committee would be on the lookout for suitable report subjects in addition to those referred by Headquarters.

We believe that this service should be instituted, but it obviously can't be done without the cooperation of the various committees. Therefore, we would appreciate your reaction to this idea, and any ideas and suggestions you may have for implementing the service.

HEH/mlm

NAEB HEADQUARTERS
1346 Connecticut Avenue, N. W.
Washington, D. C. 20036

MEMORANDUM

TO: NAEB Committee Chairmen

FROM: Harold E. Hill

DATE: August 21, 1963

We would like to provide an opportunity for committees to meet at the convention again this year. We will be able to make rooms available to you at any time on Sunday, November 17, for committee meetings. All you have to do is let me know if you want a room on Sunday and what time you plan to call a meeting of your committee.

We have also set aside the period from 12:15 p.m. to 2:00 p.m. on Wednesday, November 20, for committee meetings. This would give you an opportunity to eat and talk together for several hours. We are not planning scheduled luncheons, per se. (I'm sure you realize that it would be an extremely difficult task to coordinate some 10 to 20 luncheons.) However, I would recommend that you have your committee meet at the Hotel Dining Room--you can make reservations with the hotel--and, therefore, have an informal luncheon meeting. Following the meal you could adjourn to rooms that will be made available for committee meetings.

Some of you may perhaps feel that there is no need for your committee to meet because you have not recently been called upon by the staff. I hope that you will take this opportunity to meet, decide what you think you should be doing, and then make these suggestions to the staff. This will be a great help to us. We are hoping that all NAEB committees will be meeting. It has also been suggested that you may want to have your meeting "open" to anyone who wishes to come. I leave this entirely up to you.

We are assuming that if you decide to hold a committee meeting on either or both of the days provided, you will notify your committee members. However, if you let us know in time, we will also put an announcement in the Newsletter. As soon as possible, will you please let me know whether you plan to have a meeting and on which day. We will provide the rooms; you can take care of the other arrangements.

PLEASE LET US KNOW YOUR PLANS NO LATER THAN SEPTEMBER 15.

HEH:atb

M E M O R A N D U M

September 26, 1963

TO: NAEB Committee

FROM: Marion Corwell, Chairman

SUBJECT: PUBLIC RELATIONS COMMITTEE MEETING

---

We have reserved the period from 12:15 p.m. to 2 p.m. on Wednesday, November 20, for a meeting of our Public Relations Committee.

We will meet in the hotel dining room at 12:15 p.m. and have an informal luncheon meeting followed by a more serious session in a room reserved for our use.

Please make every effort to attend this meeting since it is the only opportunity during the year to discuss problems which affect the Public Relations of the National Association of Educational Broadcasters. We will ultize this opportunity to complete details pertaining to the Speakers Directory which our national office has asked us to prepare.

I'm looking forward to seeing you all on November 20 in Milwaukee.

MC/ejh

PUBLIC RELATIONS COMMITTEE FOR 1963

Marion Corwell, Chairman
Dearborn Public Schools
5757 Neckel Ave.
Dearborn, Michigan

Mrs. Gertrude G. Broderick
Radio-TV Services,
Department of Health Welfare
& Education
Office of Education
Washington 25, D.C.

Lillian Brown,
Department of Radio-TV
George Washington University
2025 H Street N.W.
Washington 6, D.C.

Thomas Aylward, Assistant Professor
Speech Department
University of Maryland
College Park, Maryland

Lawrence Creshkoff
Editorial Consultant
Television Information Office
666 Fifth Ave.
New York 19, New York

Mr. Robert Montgomery
Butler University
Indianapolis, Indiana

Mr. Jack Summerfield
600 W. 116th Street
New York 27, New York

Mr. Lee Campion
Division of Educational Communications
New York State Department of Education
Albany, New York

Mr. Robert D. Squier
Television Program Director
University of Texas
Austin 12, Texas

Mr. T. E. Tyler, Chairman
Educational Television Commission
Arkansas Educational Television
Commission
1010 West Third Street
Little Rock, Arkansas

TO: Chairmen of all NAEB Committees

FROM: Graydon Ausmus, Chairman
NAEB Committee on Committees

DATE: September 24, 1963

The purpose of the Committee on Committees is to review the NAEB committee structure and function and make recommendations for changes, deletions, and additions.

The Committee on Committees worked very hard and seriously prior to and at the Philadelphia Convention last year. We expect to do the same again this year for the Milwaukee Convention. Please send me at your earliest convenience a simple statement of the purpose and function of your committee and your recommendations concerning changes in your committee. Any suggestions for new committees or for combining existing committees would be appreciated also.

Your co-operation in this regard will make the work of the Committee on Committees easier and much more useful.

I look forward to seeing you in Milwaukee.

Graydon Ausmus, Director
Broadcasting Services
P. O. Box X
University, Alabama 35486

DEARBORN PUBLIC SCHOOLS
5757 NECKEL, DEARBORN, MICHIGAN LUzon 1-2018

School Relations

September 25, 1963

Mr. Lou Peneguy, Director
Coordination and Information
Alabama Educational Television Commission
2151 Highland Avenue
Birmingham 5, Alabama

Dear Lou:

Thank you very much for your letter of September 23.

Your idea to tape our NAEB PR session is excellent. Would you please make the arrangements? I'd be most grateful to you, since my talents are non-technical. I'd appreciate your bringing audiotape (enough for a full hour and possibly a few minutes more of discussion). Wouldn't we need two recorders to keep the tape in continuous motion.... Or would you record an hour on one tape at $3\frac{1}{2}$?

Since you will be relieved of recording the session, would you participate as a panel member? I'd like very much for you to present a blueprint for television stations to follow in promoting their stations, as well as in establishing more effective community relations.

Leontine Keane, Director of Radio-TV Publicity for Wayne State University's WDET, will cover radio relations, you'll cover TV, and Ed Pfister, Chief of Information Services at NET, will talk in general about ways in which educational outlets can promote their program offerings. There will undoubtedly be some overlap of ideas, but I thought we could have lunch together that day and discuss our presentations. I also hope to have the results of a survey conducted by a Master's candidate from Michigan State University to determine PR practices in our ETV Stations throughout the U.S.

We have set our PR Committee meeting for Wednesday (November 20) noon. We'll have lunch together, then continue the sessions until about 2 p.m. That should make it easier for all of us.

Please send me some biographical data about yourself for use in my introducing you as well as for preconvention publicity.

All the best,

Marion

Marion Corwell
Associate Director

MC/ejh
cc: Harold Hill

RADIO/TELEVISION RTT AT THE UNIVERSITY OF TEXAS
AUSTIN 12, TEXAS

ROBERT F. SCHENKKAN
*Director*

ROBERT D. SQUIER
*Television Program Director*

September 30, 1963

Marion Corwell
Dearborn Board of Education
5757 Neckel Avenue
Dearborn 1, Michigan

Dear Marion:

Thank you for your note of September 26th in reference to the meeting of the Public Relations Committee of the National Association of Educational Broadcasters, at 12:15 P.M. on Wednesday, November 20th in Milwaukee.

You may count on my attendance at that meeting.

Sincerely yours,

Robert D. Squier

Robert D. Squier
Television Program Director

RDS/hd

# Association Key Men

*Leadership in Action*

asae
2000 K STREET, N.W.
WASHINGTON 6, D.C.

# Why Associations?
# Why ASAE?

AMERICANS *are* the greatest "joiners" in the world. We belong to 400,000 organizations, covering every cause, every interest, every need of our way of life.

In the past twenty years, business and professional associations have multiplied faster than either the population or the number of business enterprises. With this expansion has come an even greater need for *trained executive leadership* of these organized groups.

Since 1920, when the American Society of Association Executives was formed, the management of voluntary groups, especially those of business, industry and the professions, has developed and kept pace with the tremendous growth. The Society's membership has grown from the original twenty-two founders to its present strength of nearly 2,500 members.

It is no longer possible for the untrained, unskilled person to manage an association successfully. There are too many problems, too many opportunities for failure — and failure within an association can bring disaster to an entire industry. ASAE provides the professional association executive with the means to turn possible failure into success.

## ASAE Offers You Continued Education

THE OLD SAYING, "You have to run fast to stand still" is more significant now than ever. Every successful executive must keep abreast of today's constant, vital changes. ASAE provides many ways to do this:

REGIONAL CONFERENCES—held each year within easy reach of your office, they offer programs that send you back to your desk better able to solve your management problems.

SPECIAL SEMINARS—planned and manned by foremost authorities in the field of association management, for intimate, concentrated learning.

INSTITUTES FOR ORGANIZATION MANAGEMENT—held each summer at three universities. The sequential courses lead you through *fundamentals* (3 years), to *advanced management* (3 years) and on to a post-graduate *Academy* (3 years). ASAE cooperates with the Chamber of Commerce of the U.S. in planning these courses.

ANNUAL MEETING OF ASAE—a convention highlighted by workshops, ideas and fellowship, offering you a chance to meet hundreds of association executives, each willing to share or exchange ideas and management experiences.

## ASAE Keeps You Informed

As a MEMBER you will receive:

ASSOCIATION MANAGEMENT—the monthly journal of ASAE, the greatest single source of association management know-how—authoritative articles, case histories, solutions to problems, current news, government trends, timely book reviews—all carefully researched and edited for informative reading and permanent reference.

RESEARCH REPORTS—Salary and Fringe Benefits, Association Operating Ratios, Financing and Dues Studies, Administrative Policies and many other special reports are available at regular intervals. Such reports give you the necessary authority and information to guide your Board of Directors in their decisions.

SPECIAL BULLETINS—ASAE's committees are continually at work to develop ideas, programs and projects which are passed on to members through special publications throughout the year.

## Recognition

NEARLY 30 YEARS AGO, ASAE began an awards program to give recognition for the attainment of the highest goals of association management and public service. Among these awards are the:

ASSOCIATION AWARDS—given to those associations which have developed outstanding activity programs. Entries are judged each year by a panel of nationally-known business leaders, under the chairmanship of the Secretary of Commerce of the United States.

KEY MAN AWARDS—given to members of ASAE who have demonstrated outstanding personal achievements and contributions in association management.

CHARTERED ASSOCIATION EXECUTIVE—a designation which has been awarded, since 1960, to members who are leaders in the association field. The purpose of CAE is to establish a symbol of national recognition which will encourage the highest standards of service and professional responsibility for executives serving voluntary associations.

# How ASAE Serves You

## The ASAE Library

In ASAE's Association Management Library, which is unique in the world, members have access to 40,000 catalogued items on all phases of association management. In addition, there are more than 350 other formal publications.

Through the library's loan system, these special publications, books, reprints, brochures and pamphlets are readily available to members.

## The ASAE Directory

One of the most *valuable* publications of ASAE is its membership directory, "Who's Who in Association Management"—valuable because it is sought by key decision-makers in business, the professions and government. This exclusive roster is available to all members at no charge.

## The Convention Liaison Committee

ASAE is one of the supporting groups of the Convention Liaison Committee, a tripartite organization consisting of representatives of associations, hotels and convention bureaus. The Committee works continually to develop better ways to conduct successful group meetings. The Convention Liaison Manual, published by the Committee, is accepted as the outstanding guide book for meetings and conventions. It is available through ASAE.

## Consultation

Perhaps the greatest benefit of membership is the privilege of calling on ASAE for substantiated information whenever you are confronted with management problems: the best thinking of its members is thus constantly available to you by the simple means of a letter, telegram, telephone or personal call. ASAE becomes your indispensable right arm—ready to aid you when aid is needed.

## Placement

ASAE maintains an extensive file of resumés of individuals with high qualifications in association management. The resumés are referred to associations seeking qualified individuals to serve on their staffs. No charge is made for this service.

## Insurance

Members of ASAE, and their staffs, are eligible for three types of insurance: 1.) life insurance at inexpensive group rates; 2.) a retirement plan providing maximum retirement income under the benefits of ASAE's master trust, and 3.) 24 hour accidental death and dismemberment coverage at extremely low rates.

## Government Liaison

ASAE is frequently called upon by various departments of the Federal Government to assist and advise in management research programs, establishing channels of communication between business and government, and to bring governmental programs and needs to the attention of the business community.

Each year, through its members, ASAE subscribes a substantial portion of the operating budget of the *Advisory Council on Federal Reports*. This organization, created by the Bureau of the Budget solely for the purpose of reducing the mounting cost of "paper work" on reports required by the government, annually saves millions of dollars for the business community.

## Affiliated Groups

ASAE has granted charters to 28 state and local groups of association executives that have attained the highest standards of public service and association management. These groups provide an exceptional opportunity for personal contacts, the exchange of mutual concerns and the development of regional programs of service.

# Why Associations? Why ASAE?

*I am convinced of the basic need for associating with one's counterparts in order to insure and accelerate personal development—and professional success. There is no one in organization management who cannot be exposed to a new idea—acquire a new skill through the interchange of ideas. This is why ASAE is an important part of my business and professional life.*—Robert H. North, CAE, Executive Secretary, International Association of Ice Cream Manufacturers.

*I have found that a good number of the articles in Association Management deal with the problems that I am faced with in my own association, and that these have been most helpful in solving my own problems or giving me thoughts that lead to the solution of some of these problems.*—R. H. Hering, Executive Vice President, American Society of Travel Agents, Inc.

*. . . We are returning material borrowed from ASAE's Management Library. These publications, plus others I examined personally in Washington, produced many nuggets of gold for us. They helped us put together a Policy Manual which has won great praise.*—John Auerbach, Executive Secretary, Bicycle Institute of America, Inc.

*I truly believe ASAE will grow stronger in proportion to the strength of its affiliated groups. I hope ASAE will continue to give them ideas on holding better meetings and encourage them to use ASAE more fully as a clearing house of information.* — Clive Bradford, General Manager, Colorado Automobile Dealers Association.

American Society of Association Executives
2000 K Street, N.W. / Washington 6, D.C. / FE. 7-8866

DEPARTMENT OF
HEALTH, EDUCATION, AND WELFARE
OFFICE OF EDUCATION
WASHINGTON 25, D.C.

October 3, 1963

Mrs. Marian Corwell
Associate Director
Office of School Relations
Dearborn Public Schools
Dearborn, Michigan 48120

Dear Marian:

After having neglected you so shamefully, I am surprised that you still consider me a member of your committee! I certainly will try to make amends when I see you in Milwaukee. I do have a conflict for lunch on Wednesday, November 20, which I may or may not be able to shift. I will try but if I am not successful, I promise to be on hand for the "more serious session" afterward.

It will be good to see you again after such a long time.

Sincerely yours,

Gertrude

(Mrs.) Gertrude G. Broderick
Educational Media Specialist

NAEB 39th Annual Convention
REGISTRATION LIST
November 18, 1963

Anderson, James, Chief, Production Branch, TV Division, U.S. Army Signal School, Fort Monmouth, New Jersey.
Ausprich, Harry, Chairman, Department of Speech & Drama, Memphis State University, Memphis, Tennessee.
Bendickson, A.J., Sales Representative, Miratel Electronics, New Brighton, Minnesota.
Blake, Robert L., Director, A-V Education, Sioux Falls Public Schools, Sioux Falls, South Dakota.
Blenheim, Laurence C., WRTI-FM, Temple University, Philadelphia, Pennsylvania.
Bornstein, Ronald C., Program and Production Manager, University of Michigan TV, 310 Maynard, Ann Arbor, Michigan.
Bowman, Richard J., Producer-Director, University of Michigan Television Center, 310 Maynard Street, Ann Arbor, Michigan.
Brugger, John R., Educational TV Facilities Program, Office of Education, Washington, D.C.
Buckstaff, John, Assistant Director--Broadcasting, University of Chicago, 1307 East 60th, Chicago, Illinois.
Bussey, H.M., Director of Radio & Television, Loyola University, 820 N. Michigan, Chicago 11, Illinois.
Campion, Lee E., Director, Division of Educational Communications, New York State Department of Education, Albany 1, New York.
Coates, Thomas B., Art Director, University of Michigan TV, Ann Arbor, Michigan.
Conrad, Brother I., F.S.C., Superintendent, Bishop Noll Institute, 1519 Hoffman Street, Hammond, Indiana.
Cox, Kenneth D., International Representative, International Brotherhood of Electrical Workers, 1200 15th Street, N.W., Washington, D.C.
Crabbe, John C., General Manager, KVIE, P.O. Box 6, Sacramento, California.
Debrodt, Robert Earl, Producer-Writer, University of Michigan TV Center, 310 Maynard, Ann Arbor, Michigan.
Denovan, Nancy S., University of Michigan, 2109 Woodland, Royal Oak, Michigan.
Deusing, Murl, 5325 West Van Beck, Milwaukee, Wisconsin.
deVera, Jose M., Jesuit Priest, Sophia University, Tokyo, Japan, 19624 Wood, Melvindale, Michigan.
Doherty, Joseph W., Senior Specification Writer, New York State Division of Standards and Purchases, 103 Washington Avenue, Albany, New York.
Dreyfus, Lee S., General Manager, WHA-TV, University of Wisconsin, Madison, Wisconsin.
Egan, Joseph L., Closed-Circuit TV Illustrator, U.S. Navy Great Lakes, R.T.C. TV Unit, Great Lakes, Illinois.
Elliott, Gordon, Director, Publications, W.A. Krueger Co., 12821 Blue Mound Road, Milwaukee, Wisconsin.
Engel, Harold A., Assistant Director, WHA-AM-FM-TV, University of Wisconsin, Madison, Wisconsin.
Foster, George E., Assistant Marketing Director, Professional Division, Bell & Howell Company, 7100 North McCormick, Milwaukee, Wisconsin.
Gladfelter, David D., Reporter, Milwaukee Sentinel, Milwaukee, Wisconsin.
Gleason, John J., NYPS Coordinator, Yellow Pages Message Center, Wisconsin Telephone Company, Milwaukee, Wisconsin.
Goedert, Rev. William O., Assistant Superintendent of Schools, Archdiocese of Chicago School Board, 205 West Wacker Drive, Chicago, Illinois.

Gregory, Robert L., Principal, Jersted-Agerholm Elementary, Racine Unified, 3535 LaSalle Street, Racine, Wisconsin.
Hafier, Arthur C., Chief Engineer, WTHS-TV, WSEC-TV, Miami, Florida.
Hansen, Burrell F., Chairman, Radio-Television, Utah State University, KUSU-FM, Logan, Utah.
Hayden, J. Roger, Manager, Tower Sales, Dresser IDECO Company, Columbus 9, Ohio.
Hoban, Charles F., Professor, Annenberg School of Communications, University of Pennsylvania, Philadelphia 4, Pennsylvania.
Humphrey, William G., Principal, Howell School, 1734 Washington Avenue,
Hunsader, Roland, Director of Instruction, Public Schools, Fort Atkinson, Wisconsin.
Ickes, Donald W., WNTH-FM, New Trier Township High School, Winnetka, Illinois.
Kaiser, Lloyd, ETV Consultant, Rochester City District, 410 Alexander Street, Rochester, New York.
Kamerer, John, Manager, TV Division, Central School Supply, 315 W. Main, Louisville, Kentucky.
Kanen, George C., Marketing Manager, Entron, Inc., Silver Spring, Maryland.
LeGrand, Roger, General Manager, WITI-TV, 5445 North 27th, Milwaukee, Wisconsin..
Lian, F.S., Head, Audio-Visual Unit, Teachers' Training College, Paterson Road, Singapore 9.
Lois, Sister M., O.S.F., Supervisor-Consultant, Catholic School Board, 205 W. Wacker Drive, Chicago, Illinois.
Louis, Brother, F.S.C., Senior Principal, St. Patrick High School, 5900 W. Belmont, Chicago, Illinois.
Lynch, Rev. C.E., S.J., Audiovisual-ETV, University of San Francisco, San Francisco 17, California.
McBride, Jack, Director of Television, Station KUON-TV, University of Nebraska, Lincoln 8, Nebraska.
Maciolek, Jeanne, Public Information Assistant, WHA Radio-TV, Madison, Wisconsin.
Manske, Richard G., Superintendent, Oostburg Area Schools, 110 North 9th Street, Oostburg, Wisconsin.
Mark, Sister, S.P., Principal, Catholic Schools of Chicago, 2514 Ashland Avenue, Evanston, Illinois.
Mary Jogues, Sister, O.P., Coordinator, TV Programs in Catholic Schools, Archdiocese of Milwaukee, Catholic Office of Education, 437 West Galena Street, Milwaukee.
Mavrides, Bill, Director of Television, University of Akron, Akron, Ohio.
Migacz, E. A., Instructor (Radio-TV), UWM, University of Wisconsin-Milwaukee, North Downer Avenue, Milwaukee.
Mikula, B.E., Head, A-V Education and CCTV, Morton Schools and Junior College, Cicero-Berwyn, Illinois.
Mohamed, Omer Mohamed, Programme Assistant, Radio Somali, Hargeisa, Box 14, Somalia.
Morrill, H.J., Photographer, Milwaukee Public Schools, 5225 W. Vliet, Milwaukee.
Nelson, Earl, Elementary Principal, Unified School District #1, Racine, Wisconsin.
Nelson, Phillip C., Student Assistant, KUON-TV, Lincoln, Nebraska.
Nesbitt, Prudence, TV Director, Associated Rediffusion London, 1235 Chesterfield, Birmingham, Michigan.
Neustadt, Stanley J., Attorney, Cohn & Marks, 317 Cafritz Building, Washington 6, D.C.
Nicholas, Sr. M., C.S.J., Supervisor-Consultant, Chicago Catholic School Board, 205 W. Wacker Drive, Chicago 6, Illinois.
Nichols, Herbert L., Chief Engineer, English Language Service, 800 18th Street, N.W., Washington, D.C.
Paltridge, J.G., Statewide Coordinator, ETV, University of California, Berkeley.

Paulson, C. Robert, Special Representative CCTV, Precision Instrument Co., 3170 Porter Drive, Palo Alto, California.
Rashidpour, Ebrahim, A-V Specialist, Radio Producer, Iran Radio, Walnut Grove Trailer #49, Indiana University, Bloomington, Indiana.
Priske, Dick, Sales Representative, Fairbanks Morse & Co., Chicago, Illinois.
Reyner, John J., Head, Systems Engineering Division, Jansky & Bailey, 1339 Wisconsin Avenue, N.W., Washington, D;C.
Rohr, Joan-Marie, Graduate Student in Broadcasting, Marquette University, 1628 W. Wisconsin Avenue, Milwaukee.
Russell-Tutty, Ronald, Assistant to Executive Director, Kentucky ETV Network, McVey Hall, Lexington, Kentucky.
Schiller, Jonathan W., Coordinator of Music Communications, University of Illinois School of Music, Urbana, Illinois.
Siebert, Fred S., Dean, Michigan State University, East Lansing, Michigan.
Smith, Walter E., Radio and Television Officer, A.I.D. (Dept. of State), 23 R Street, Washington, D.C.
Spaulding, Seth, Associate Professor, University of Pittsburgh, Pittsburgh, Pennsylvania.
Staab, Milton L., Acct. Manager, Northwestern Bell Telephone Co., Minneapolis, Minnesota.
Stack, Shirley E., Principal, Byrd School, Chicago, 937 N. Linden Avenue, Oak Park, Illinois.
Stanley, Ray, Director, ETV Facilities Program, USOE, Washington, D.C.
Stevens, Dr. Humphrey, TV Coordinator, Chicago Teachers College, North, 5500 North St. Louis Avenue, Chicago, Illinois.
Stewart, Ronald, Chief Engineer, Kentucky Authority for ETV, Lexington, Kentucky.
Stickels, Mrs. Trymby, Continuity Director, WHA, Radio Hall, Madison, Wisconsin.
Sublette, Major J.F., Chief, Telepresentations, Air Force Systems Command, Andrews Air Force Base.
Sweeney, William W., Closed Circuit TV Instructor, USNTC, Great Lakes, Illinois.
Taylor, Bev, FCC, Washington, D.C.
Taylor, James R., Director, TV, DePaul University, 25 E. Jackson, Chicago.
Taylor, Mrs. Elizabeth, University of Kentucky, Lexington.
Traw, Glen H., Director, SWIETVC, 407 Carpenter St., Evansville, Indiana.
Tripet, Thomas, A-V Director, Independent School District 281, 5214 37th Ave., North, Robbinsdale, Minnesota.
Van Wyk, John, Elementary 7th Grade, Oostburg, Wisconsin.
Wallter, Judith, 1515 Davis Street, Evanston, Illinois.
Weise, Duane, WTTW, Chicago, Illinois.
Wenzel, Richard, Supervisor, Radio & TV Services, Milwaukee Public Schools, 5225 W. Vliet Street, Milwaukee.
Wheeler, Robert C., Supervisor of Audio-Visual Instruction, Wisconsin Dept. of Public Instruction, State Capitol, Madison, Wisconsin.
Wiggin, John, Special Projects Officer, Voice of America, Washington, D.C.
Wilcox, Lt. R.C., Technical Training Officer, USNTC, Great Lakes, Illinois.
Williams, T.M., Director, Radio-TV Division, Brigham Young University, Provo, Utah.
Wills, Mr. and Mrs. Gustave, NAEB, Urbana, Illinois.
Young, John, Director of Television, University of North Carolina, Chapel Hill, N.C.

NAEB HEADQUARTERS
1346 Connecticut Avenue, N.W.
Washington, D.C. 20036

MEMORANDUM

TO: All NAEB Committee Chairmen

FROM: Harold E. Hill

DATE: November 1, 1963

A new policy has been adopted which affects both the preparation and presentation of committee reports.

It has been decided that the NAEB should publish an annual "Yearbook" which will include committee reports, a fiscal report, the President's report, lists of Boards, committees, and staff, lists of FCC and staff, and other pertinent items. The exact form this report will take will be discussed by the Publications committee at Milwaukee. It will probably appear sometime in January or February this year, and hereafter may appear about the time of the convention.

Therefore, you will not need to have a report prepared by the time of the convention, nor will you be called upon to make a verbal report. However, you may want to start thinking about preparing a report for submission by the first of the year for inclusion in the "Yearbook."

Although, if the new reorganizational plan is approved at Milwaukee the new Divisional Boards will want to have a voice in committee appointments for next year, we would welcome your suggestions now as to who you think might be good replacements for those members of your committee whose terms expire this December 31. We would also welcome any ideas and suggestions you may have about the aims and projects you believe your committee should be concerned with, and suggestions for improvement of the NAEB committee structure. Perhaps you'll want to discuss come of these matters with your committee in Milwaukee.

At any rate, will you please plan to have a written committee report (one or two typewritten pages, summarizing your activities will suffice) in our hands not later than December 20? If you do not plan to submit one, we would appreciate knowing that fact.

THE UNIVERSITY OF THE STATE OF NEW YORK
THE STATE EDUCATION DEPARTMENT
ALBANY, NEW YORK 12201

DIVISION OF EDUCATIONAL COMMUNICATIONS
LEE E. CAMPION, DIRECTOR
GR 4-5823

December 3, 1963

Miss Marion Corwell
Chairman, Public Relations Committee
National Association of Educational Broadcasters
1346 Connecticut Ave., N.W.
Washington, D. C.

Dear Marion:

I am sorry I was unable to attend your Committee Meeting on Wednesday, November 20 in Milwaukee. It was necessary for me to get back to Albany.

I would appreciate learning what was discussed. I would also like to offer my services in any capacity you see fit.

I hope, in the near future, I can be a more active member on the Committee.

Sincerely yours,

Lee E. Campion

Lee E. Campion
Director

LEC:rt

February 18, 1964

Miss Marion E. Corwell
Associate Director of School Relations
Dearborn Public Schools
5757 Neckel Avenue
Dearborn, Michigan

Dear Marion:

Because the relationship of the new divisional structure to the Association's committee structure will take some time to evolve, I have held off making any widespread committee appointments for 1964. However, it is clear that certain committees having a broad, association-wide responsibility will be maintained as NAEB permanent committees. One of these is the Public Relations Committee. I should be pleased if you will continue as Chairman for the current year.

As you know, three members of your 1963 committee are to rotate off of the committee. I should like you to suggest three replacements, either reappointments or new people. As soon as I have your recommendations, I will make the appointments to fill out your committee.

Please accept my thanks for all your good work in the past and my sincere hope that you will accept this responsibility for future service to the NAEB.

Sincerely,

William G. Harley

WGH:sc

April 14, 1964

Mr. Russel A. Arlotta
1309 Dilston Road
Silver Spring, Maryland

Dear Mr. Arlotta:

Unfortunately I was away from Washington on business this past weekend, and therefore, was unable to attend the Alpha Kappa Psi banquet on April 11.

I was very pleased to receive the announcement and would like to know more about the local Alum group. I wonder if you would be kind enough to pass this on to whomever is in charge of the local mailing list. I was an Alpha Kappa Psi at the University of Illinois in the class of 1940 and would be interested in participating in the fraternity activities here in Washington if time permits.

Thank you.

Sincerely,

Harold E. Hill

mlm

ALPHA KAPPA PSI

Professional Business Fraternity

March 16, 1964

Dear Brother A. K. Psi:

The Alpha Kappa Psi Foundation is to present its 1963 award for distinguished service and accomplishment in accounting to Mr. Andrew Barr, C.P.A. and chief accountant for the Securities and Exchange Commission.

Mr. Barr received his B.S. from the University of Illinois in 1923, his M.S. in 1924, and then took graduate work in economics at Yale. After two years in public accounting, he taught accounting at Yale. In 1938, he became a staff accountant for the SEC and became chief accountant in 1956. Mr. Barr received the career service award of the National Civil Service League in 1955 and the U.S. award for distinguished federal civilian service in 1960. He has served as president of the Federal Government Accountants Association, vice-president of the American Accounting Association, and as president, vice-president and director of the Washington Chapter of the National Association of Accountants.

Mr. Barr is to receive the A. K. Psi Foundation's award at a banquet to be held in his honor in the Hunt Room of the Continental Hotel, North Capitol St., N.W., between D and E Streets, at 7:00 P.M. on Saturday, April 11, 1964. Joint hosts for the banquet are Beta Mu Chapter at George Washington University and the Washington Alumni Chapter of Washington, D.C.

All members of Alpha Kappa Psi in the greater Washington area are invited to attend the banquet honoring Mr. Barr. In addition to providing the two host chapters the opportunity to honor an outstanding accountant in the service of the Federal Government, it is hoped that the occasion will enable Washington area members of A. K. Psi to get together in a spirit of fraternal fellowship. The Washington Alumni Chapter is especially desirous of meeting and welcoming A. K. Psi alumni now living in the Washington area who are not members of the local alumni group.

The ladies are also invited, so bring your wife or girl friend if you desire. Reservations for the banquet are necessary so that the Continental Hotel can make proper arrangements. Cost of the banquet is $4.50 per person. Please send check for reservations in advance to:

Russel A. Arlotta
1309 Dilston Road
Silver Spring, Maryland.

Will see you on April 11, 1964 - mark it on your calendar now!!!

Fraternally yours,

LEE PAGE

Chairman, Arrangements

will attend
Uptown. Was an AKP / Ill -class of 40 — @ local alum group

DEARBORN PUBLIC SCHOOLS
8727 NECKEL, DEARBORN, MICHIGAN
LUzon 1-2018
THE OLD
4824 LOIS
582-0441
School Relations

April 5, 1961

Mr. William Harley, President
National Association of Educational Broadcasters
1346 Connecticut Avenue, N.W.
Washington 6, D.C.

Dear Bill,

I've been expecting to hear from you concerning the new chairman of the film public relations committee. It is not clear if you expect me to continue in spite of the fact that I will be unable to attend the national convention this fall or what the new committee will be. I have a number of films full of material to turn over to the next chairman.

I notice you will be a featured speaker at the [illegible] Visual Conference via long distance telephone, or [illegible] Trans-Atlantic.

I'll be awaiting your reply. Meantime,

All the best,

[signature]
[illegible]
Director

MC/ajb

April 6, 1964

Mr. Lee R. Campion, Director
Division of Educational Communications
The University of the State of New York
The State Education Department
Albany, New York

Dear Lee,

Thank you for your letter of March 24, 1964. I've been awaiting word from Bill Harley concerning the next chairman of the public relations committee; this explains my delay in writing you. As soon as I have word whether or not I will continue as chairman or a new chairman has been appointed I'll bring you up to date.

Sincerely,

Marion Corwell
Director

MC/ejh
cc: William Harley

Memo from the desk of:
WILLIAM G. HARLEY

May 8, 1964

Dear Miss Corwell:

A quick note to let you know I called Leontine Keane who said she'd be delighted to serve on the Public Relations Committee.

Mary Ann

Mary Ann Buddington
Secretary to Mr. Harley

DEARBORN PUBLIC SCHOOLS
4824 LOIS, DEARBORN, MICHIGAN 48126 582-0441

School Relations
MARION CORWELL, ASSOCIATE DIRECTOR

July 28, 1964

Miss Lee Keane
WDET
Wayne State University
Detroit 2, Michigan

Dear Lee:

It's a pleasure to welcome you to membership on the NAEB Public Relations Committee.

During the coming year we hope to prepare a Speaker's Guide listing NAEB members who are prepared to speak on educational broadcasting throughout the United States (on the order of the NAB Speakers' Guide which is listed according to states).

If you know of anyone who you feel would do an outstanding job on the subject of educational broadcasting, would you please jot down their names for inclusion in the Guide?

I'm looking forward to working with you.

All the best,

Marion Corwell
Associate Director

MC/ejh
cc: Harold Hill

NAEB HEADQUARTERS
1346 Connecticut Avenue, N.W.
Washington, D.C. 20036

MEMORANDUM

TO: All NAEB Committee Chairmen

FROM: Mary Lynn Moody
Convention Coordinator

RE: Austin Convention

In September, we will run several extra pages in the Newsletter which will contain information about the program format of the convention, and, also, about meetings to be held during the three days, apart from the regular schedule.

Although the Newsletter will not be sent to members until early September, the copy must be in Betty McKenzie's hands by August 15, at the latest. Therefore, if your committee plans to have a meeting during the convention, would you please let me know right away so that I may reserve a room for you -- and so that the time and place of the meeting can be announced in the Newsletter? The official dates of the convention are October 25-28; however, we expect most people to arrive in Austin sometime on Sunday, October 24. The Committees can meet anytime on that day. Also, we have left Monday night, October 25, open for committee and regional meetings.

I will be leaving here on August 9 to talk with the hotel people in Austin and to plan the pre-convention publicity with Betty. We will need to know, by that time, what your meeting room needs will be. Also, please remember that any information received later than August 15 will be too late for the Newsletter.

If you have any questions, please get in touch with Mr. Hill or me.

mlm
July 24, 1964

April 24, 1964

Mrs. Mary Ann Buddington
National Association of Educational Broadcasters
1346 Connecticut Avenue
Washington, D. C. 20036

Dear Mary Ann,

Thank you for your letter of April 9. I appreciate Bill's confidence and regret that I haven't had time so far to study the problem of additional committee members for the Public Relations Committee. Please don't replace any of last year's members automatically since most of them were "do nothings." Would you please tell me which of the members will be automatically going off the Committee? Then I can suggest some names to you for replacements.

I would like to suggest Leontine Keane, Director of Radio-TV Publicity for Wayne State University, Detroit, as one additional member for the coming year. I'll be in touch with you on other names as soon as I hear from you. Meantime,

All the best,

Marion Corwell
Associate Director

MC/hjk

UNIVERSITY OF ILLINOIS AT THE MEDICAL CENTER PUBLIC INFORMATION
1853 WEST POLK STREET/ CHICAGO, ILLINOIS 60612

July 10, 1964

Mr. Marion Corwell, Chairman
Associate Director
Office of School Relations
Dearborn Public Schools
Dearborn, Michigan

Dear Mr. Corwell:

In corresponding with the members and associates of the NAEB, they referred me to you. I am associated with the University of Illinois Medical Center Campus in Chicago.

We, at the University of Illinois, produced various radio and television programs that we would like to have submitted, if this is possible, to the award committee of the NAEB.

We feel that these programs are well done and deserve some recognition. I was wondering if such awards are given for public service radio and television programming, and if so, what would be the procedure in regard to submitting such material.

My main function is in the area of public relations and radio-television programming. I would like to offer my services to you and your committee.

I feel strongly about my association with the NAEB and that it is an excellent and worthwhile organization. I would like very much to continue directly, the good work that NAEB has provided over these many years.

Any help that I might be able to contribute, please feel free to contact me.

Sincerely,

Jack W. Righeimer

Jack W. Righeimer
Assistant Manager
Producer-Director

JWR:ac

DEARBORN PUBLIC SCHOOLS
4824 LOIS, DEARBORN, MICHIGAN 48126 582-0441

School Relations
MARION CORWELL, ASSOCIATE DIRECTOR

July 28, 1964

Mr. Lou Peneguy, Director
Coordination & Information
Alabama Educational Television Commission
2151 Highland Ave.
Birmingham, Alabama

Dear Lou:

Now that you are an official member of the NAEB Public Relations Committee, I would like to give you your first assignment.

During the coming year we would like to prepare a Speakers' Guide listing individuals throughout the United States who are prepared to speak on educational broadcasting. As you know, there is a great demand for speakers for PTA's and various civic organization.

Would you please look at the enclosed guides of ideas, then compile one which might be appropriate for the NAEB?

Include names of speakers from the various regions. We will send your suggestions to other committee members and ask them to add additional names and within the next several months I hope we can have a guide which could be published for our NAEB members.

All the best,

Marion Corwell
Associate Director

MC/ejh
Enclosure
cc: Harold Hill

COPY

July 12, 1964

Mr. Lou Peneguy
Coordination & Information
Alabama Educational Television Commission
2151 Highland Ave.
Birmingham, Alabama

Dear Lou:

What's the word on the proposed Speakers Guide for NAEB?

Since my letter to you dated July 28, I have been waiting to hear at least a reaction from you as to the possibility of preparing the Guide for our members. Now that I am back from vacation I am ready to go full speed ahead.

I will be watching the mail.

Sincerely,

Marion Corwell
Associate Director

MC/ejh
cc: Harold Hill

COPY

August 13, 1964

Mr. Harold Hill
Executive Vice President
NAEB Headquarters
1346 Connecticut Avenue, N.W.
Washington, D.C. 20036

Dear Harold:

Enclosed is a letter from Jack Righeimer which was awaiting my return from vacation.

Would you like to add him to the public relations committee or just hold the name for possible future use?

It's always nice to put the eager members to work.

All the best,

Marion Cbrwell
Associate Director

MC/ejh

August 13, 1964

Mr. Jack W. Righeimer
Assistant Manager
Producer-Director
University of Illinois at the Medical Center
Public Information
1853 West Polk Street
Chicago, Illinois 60612

Dear Mr. Righeimer:

Thank you for your letter of July 10. It was awaiting my return from vacation.

I am forwarding your letter to Harold Hill, Executive Vice President of the NAEB, so that he and the executive board of the organization might be apprised of your fine television and radio programs.

I hope we can use you on some of our future public relations projects. We appreciate your interest.

Sincerely,

Marion Corwell
Associate Director

MC/ejh
cc: Harold Hill

COPY

PUBLIC RELATIONS COMMITTEE

Marion Corwell, Chairman
Associate Director
Office of School Relations
Dearborn Public Schools
Dearborn, Michigan

Tom Aylward, 1964
University of Maryland

Lawrence Creshkoff, 1964
Television Information Office

Robert Montgomery, 1964
Butler University (Indiana)

Lee Campion, 1965
N. Y. State Department of Education

Robert Squier, 1965
University of Texas

T. E. Tyler, 1965
Arkansas ETV Commission

Leontine Keane, 1966
Wayne State University, Detroit

Lou Peneguy, 1966
Alabama ETV Commission

# ALABAMA EDUCATIONAL TELEVISION COMMISSION

2151 HIGHLAND AVENUE BIRMINGHAM, ALABAMA 35205 TELEPHONE 322-4625
WAIQ, CHANNEL 26 WBIQ, CHANNEL 10 WCIQ, CHANNEL 7 WDIQ, CHANNEL 2 WEIQ, CHANNEL 42

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ABBEVILLE
CLELL L. HOBSON
CENTREVILLE
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STAFF
RAYMOND D. HURLBERT
GENERAL MANAGER
AL RENFRO
CHIEF ENGINEER
LOUIS PENEGUY
DIRECTOR
COORDINATION & INFORMATION
MRS. MADGE LAW
OFFICE MANAGER

August 19, 1964

Mrs. Marion Corwell
Associate Director
Dearborn Public Schools
4824 Lois
Dearborn, Michigan 48126

Dear Marion:

I have at hand your letter of August 12 which inquires as to the progress being made in my suggesting individuals for the NAEB Speaker's Guide as per your inquiry on July 28. Your July 28 letter came while I was on vacation, and I have been meaning to write you since that date.

Due to administrative reasons, the Alabama Educational Television Commission discontinued its membership with NAEB. It has transferred its trade association relationship to the National Association for Educational Television. At the time of this transfer (the end of June of this year) it seemed logical that I suspend my NAEB affiliation rather than spread myself thin with too many trade associations at a time when I will be programming the new Mobile station independently of my work with the Alabama Educational Television network. As a result of this, I presume it would be best for me to withdraw from the NAEB PR Council rather than attempt to serve in both associations. I regret that I do this because I have met some interesting people in NAEB, and it was only last year that NAEB finally "recognized" we PR workers by permitting us to be on the NAEB national convention programs.

Further, with the AETC transfer from its affiliation with NAEB to its association with NAET, we of the AETC staff will no longer be sent to NAEB regional or national meetings. This would mean that I would be unable to consult with the NAEB PR members, which (again) would make my work on the PR Committee limited.

The nation's first educational television network telecasts programs simultaneously over four channels, which are originated by Auburn University, the Birmingham Area Educational Television Association, and the University of Alabama. National Educational Television (NET) programs are provided to the network by the University of Alabama. Independently operated WEIQ-TV is also a NET affiliate.

ALABAMA EDUCATIONAL TELEVISION COMMISSION
BIRMINGHAM, ALABAMA 35205



It may be that some future date will find me again serving with you on this Committee.

Lou Peneguy, Director
Coordination and Information

LP/nc

cc: Mr. Harold Hill
Mrs. Betty McKenzie

# Proposed
# CONSTITUTION
# and
# BY-LAWS

SEPTEMBER 1964

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

1346 Connecticut Avenue, N.W.

Washington, D.C. 20036

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
1346 CONNECTICUT AVENUE
WASHINGTON 36, D. C.

WILLIAM G. HARLEY
PRESIDENT

September 23, 1964

Dear Member:

Enclosed you will find, in addition to a copy of the existing Articles of Incorporation of NAEB, copies (1) of proposed amendments to such Articles and (2) of proposed new Constitution and By-laws, both of which the Board will submit to the membership for approval at the annual meeting in Austin.

These new Constitution and By-laws have been prepared notwithstanding the fact that our existing Constitution and By-laws were adopted only last year at our meeting in Milwaukee. I want to explain to you why we think it necessary that they be revised so soon again.

Our existing Constitution and By-laws were prepared, under considerable pressures of time, to provide an immediate framework within which the Divisions of NAEB could operate as functionally independent departments within an effective common organization. They have served this purpose well and we are now on our way towards developing NAEB as a vital organization representing the mutual interests of its entire membership while at the same time placing maximum authority in the individual Divisions to handle their own affairs and solve their own problems.

During the past year, we have examined our existing By-laws to determine how successfully they spell out this reconciliation of purpose between our common interest in educational broadcasting and the more specific interests of our Divisions. We wanted to make certain that the By-laws are in all respects absolutely clear and unambiguous by their own terms and that, at the same time, they fully comply with the legal requirements of the Illinois Not-for-Profit Corporation Law (under which NAEB is organized) which requires that the ultimate authority for the affairs of a corporation be placed in the full Board of Directors. Counsel feels that the present By-laws are not clear on this point and questions might be raised as to their legality. We have also been aware of many recent developments in Federal law affecting the status of tax-exempt, non-profit organizations and particularly of changes in the organizational requirements promulgated (since the NAEB was first incorporated as a tax-exempt organization in 1952) by the Commissioner of Internal Revenue.

Accordingly, we employed outside counsel to evaluate the activities and organizational structure of NAEB with a view to assuring us that NAEB is in all respects organized and operated as a tax-exempt educational organization and that its Articles of Incorporation, Constitution and By-laws are both

clear and complete and fully in accord with the requirements of Illinois law. I am happy to report that we have received a clean bill of health with respect to the activities of our organization; but in order to assure that our organizational set-up complies in all respects with the current requirements of Federal and Illinois law, counsel has recommended the adoption of the enclosed amendments to our Articles of Incorporation and the proposed Constitution and By-laws.

I wish to emphasize that the proposed By-laws are not intended to make any significant substantive changes from the existing Constitution and By-laws, particularly insofar as the relations of the NAEB Board and the Division Boards are concerned. Our purpose has been entirely to define and clearify this relationship, continuing to place maximum independence in the Division Boards consistent with the requirements of Illinois law.

I am sure that, once the enclosed proposed Articles of Incorporation and Constitution and By-laws are adopted, we will have a permanent structure which will only require change in particulars, from time to time, as experience warrants. They should provide a stable framework within which educational broadcasting can develop, promoting simultaneously both the common and diverse interests of its members.

Under the present By-laws, proposed amendments must be submitted to the membership by the Board of Directors prior to membership vote. The Board of Directors has approved the submission of these proposed Constitution and By-laws. May I urge you to read these carefully, and if you have any suggestions to make, forward them to the chairman of your Division Board in advance of the Convention. A general discussion of the proposals will be held at the first business session on Monday, October 26. There will be sufficient time allotted for you to ask questions. No action on the proposal will be taken until the final business session on Wednesday, October 28. This will provide ample opportunity for the members to discuss the matter with others at the Convention. At the final business session, there will be another opportunity for questions and discussion before the vote is taken.

If approved, the new Constitution and By-laws will take effect on January 1, 1965. PLEASE BRING THIS COPY WITH YOU TO THE CONVENTION.

Sincerely,

William G. Harley

William G. Harley

WGH;mab

Book 436 Page 164

Form NP-1

# ARTICLES OF INCORPORATION
# UNDER THE
# GENERAL NOT FOR PROFIT CORPORATION ACT

Date Paid 1-8-51
Filing Fee $10
Clerk NL

To EDWARD J. BARRETT, Secretary of State, Springfield, Ill.

We, the undersigned,

| Name | Number Street | Address City | State |
|---|---|---|---|
| Seymour N. Siegel | 2500 Municipal Building | New York 7, | New York |
| Graydon Ausmus | 144 The Highlands | Tuskaloosa, | Alabama |
| W. I. Griffith | 2901 Oakland Avenue | Ames, | Iowa |
| Richard B. Hull | 2917 West Street | Ames, | Iowa |

being natural persons of the age of twenty-one or more and citizens of the United States, for the purpose of forming a corporation under the "General Not for Profit Corporation Act" of the State of Illinois, do hereby adopt the following Articles of Incorporation:

1. The name of the corporation is: National Association of Educational Broadcasters.
2. The period of duration of the corporation is: Perpetual
3. The address of its initial Registered Office in the State of Illinois is: 1010 S. Wright Street in the City of Urbana, County of Champaign and the name of its initial Registered Agent at said Address is: Frank E. Schooley.
4. The First Board of Directors shall be ten in number, their names and addresses being as follows:

| Name | Number Street | Address City | State |
|---|---|---|---|
| Seymour N. Siegel | Municipal Building | New York, | New York |
| Graydon Ausmus | University of Alabama | University, | Alabama |
| Burton Paulu | University of Minnesota | Minneapolis, | Minnesota |
| W. I. Griffith | W O I | Ames, | Iowa |
| Sam Gould | Boston University | Boston, | Mass. |
| Alfred Gaines | Atlanta Public Schools | Atlanta, | Georgia |
| James Miles | Purdue University | Lafayette, | Indiana |
| Ralph Steetle | Louisiana State University | Baton Rouge, | La. |
| Richard Hull | Iowa State College | Ames, | Iowa |
| Allen Miller | Washington State College | Pullman, | Washington |

5. The purpose or purposes for which the corporation is organized are:
   1. To promote, by united effort and mutual cooperation, the dissemination of knowledge by and of radio broadcasting to the end that benefits of both the technical and educational features of broadcasting may be extended to all.
   2. To produce and distribute educational programs for non-profit, educational stations and services.
   3. To further the study and investigation of problems in education by radio

and television.

4. To coordinate efforts of educational institutions in all areas of broadcasting and television.

(NOTE: Any special provision authorized or permitted by Statute to be contained in the Articles of Incorporation, may be inserted above.)

/s/ Seymour N. Siegel
/s/ Graydon L. Ausmus
/s/ W. I. Griffith Incorporators
/s/ Richard B. Hull

FORM NP-I
ARTICLES OF INCORPORATION
under the
GENERAL NOT FOR PROFIT
CORPORATION ACT

FILED
Jan. 8, 1951
Edward J. Barrett
Sec'y. of State

NAEB

Amendments to Articles of Incorporation filed January 8, 1951

(1) Eliminate existing Article 5.
(2) Add new Article 5 as follows:

5(a) Said corporation is organized exclusively for educational purposes, including, for such purposes, the making of distributions to organizations that qualify as exempt organizations under Section 501 (c)(3) of the Internal Revenue Code of 1954 (or the corresponding provision of any future United States Internal Revenue Law).

(b) No part of the net earnings of the corporation shall enure to the benefit of or be distributable to its members, directors, officers, or other private persons, except that the corporation shall be authorized and empowered to pay reasonable compensation for services rendered and to make payments and distributions in furtherance of the purposes set forth in Article (5) hereof. No substantial part of the activities of the corporation shall be the carrying on of propaganda, or otherwise attempting, to influence legislation, and the corporation shall not participate in, or intervene in (including the publishing or distribution of statements) any political campaign on behalf of any candidate for public office. Notwithstanding any other provision of these articles, the corporation shall not carry on any other activities not permitted to be carried on (a) by a corporation exempt from federal income tax under Section 501(c)(3) of the Internal Revenue Code of 1954 (or the corresponding provision of any future United States Internal Revenue Law) or (b) by a corporation, contributions to which are deductible under Section 170(c)(2) of the Internal Revenue Code of 1954 (or the corresponding provision of any future United States Internal Revenue Law).

(c) Upon the dissolution of the corporation, the Board of Directors shall, after paying or making provision for the payment of all of the liabilities of the corporation, dispose of all of the assets of the corporation exclusively for the purposes of the corporation in such manner, or to such organization or organizations organized and operated exclusively for charitable, educational, religious, or scientific purposes as shall at the time qualify as an exempt organization or organizations under Section 501(c)(3) of the Internal Revenue Code of 1954 (or the corresponding provision of any future United States Internal Revenue Law), as the Board of Directors shall determine. Any of such assets not so disposed of shall be disposed of by the appropriate court of the county in which the principal office of the corporation is then located, exclusively for such purposes or to such organization or organizations, as said court shall determine, which are organized and operated exclusively for such purposes.

(d) Nothing herein contained shall authorize the corporation to, and the corporation shall not, operate a post-secondary educational institution, a vocational school or a business school.

# NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

## Constitution and By-laws

### Preamble

Believing that radio and television broadcasting are most important factors and influences in the national and international welfare, we, the representatives of educational, cultural and public service non-profit institutions engaged in educational and cultural broadcasting, and individuals interested in the furtherance of educational broadcasting, do associate ourselves as The National Association of Educational Broadcasters to advance, by united effort and mutual cooperation, the dissemination of knowledge, information and education by and concerning radio and television broadcasting to the end that the educational, cultural and technical benefits of broadcasting may be extended to all; to produce and distribute educational programs for non-profit educational purposes; to further the study and investigation of problems in education by radio and television; to further research in the educational uses of radio and television and their employment for the improvement of instruction at all levels of public learning; and to coordinate efforts of educational institutions in all areas of broadcasting and television. The statement of purposes contained in this Constitution and By-laws are intended to implement (but not to state purposes or authorize powers different from or in addition to) those purposes for which the National Association of Educational Broadcasters was organized as set forth in its Articles of Incorporation.

### ARTICLE I

### Offices

Section 1.01. Registered Office. The registered office of National Broadcasters (hereinafter called NAEB) shall be in Urbana, Illinois.

Section 1.02. Other Offices. NAEB may also have offices at such other places, either within or without the State of Illinois, as the Board of Directors may from time to time authorize. The principal office shall be in the District of Columbia.

### ARTICLE II

### Members and Associates

Section 2.01. Classes of Members. NAEB shall be composed of the following members:

(a) Institutional Members
(b) Institutional Affiliate Members
(c) Individual Members
(d) Honorary Members

Section 2.02. Eligibility.

(a) Institutional Members. Any university, college or school which is an agency or instrumentality of any government or any political subdivision thereof, or which is owned or operated by any government or any political subdivision thereof or by an agency or instrumentality of one or more states or political subdivisions, or which normally maintains a regular faculty and curriculum and normally has a regularly enrolled body of students in attendance at the place where its educational activities are regularly carried on, or any other educational, cultural or public service organization of recognized standing which is engaged in educational, cultural or public service non-commercial broadcasting from a radio or television station which is recognized as being under the control of such organization by the Federal Communications Commission, or which is engaged in the production or broadcasting of radio or television instructional or cultural programs, or which operates closed circuit television equipment for direct instruction purposes, may be elected to Institutional Membership, provided, however, that any such institutional member shall be organized and operated exclusively for educational purposes, or for any other purpose described in Section 501(c)(3) of the Internal Revenue Code of 1954, as amended, or any successor provision thereto, and that no part of its net earnings shall inure to the benefit of any private shareholder or individual.

(b) Institutional Affiliate Members. Any university, college or school, or other educational, cultural or public service organization that would qualify as an Institutional Member but for the fact that it does not operate a radio or television station or closed circuit television transmission equipment may be elected to Institutional Affiliate Membership.

(c) Individual Members. Any individual engaged in educational broadcasting or in teaching broadcasting courses, or any individual seeking to advance educational, cultural or public service broadcasting may be elected to Individual Membership.

(d) Honorary Members. Any individual who shall have made a significant personal contribution to educational, cultural or public service broadcasting may be elected to Honorary Membership.

Section 2.03. Associates. Any organization, association, firm or broadcasting system (other than an individual) desiring to cooperate with NAEB in furthering the development of educational, cultural or public service broadcasting may be elected an Associate.

Section 2.04. Rules Affecting Members and Associates.

(a) Voting. Each member shall be entitled to one vote on each matter submitted to a vote of the members by the Board of Directors, or otherwise in accordance with this Constitution and By-laws, except that each Institutional Member shall have one vote for each Divisional Membership held by it. No member may vote by proxy.

(b) Institutional Members.

(i) Institutional Members shall be divided into the following three divisions of NAEB; the Radio Stations Division, which is restricted to members operating a non-commercial, educational radio station; the Television Stations Division, which is restricted to members operating a non-commercial, educational

television station; the Instructional Division, which is restricted to members regularly producing instructional or cultural radio or television programs or operating closed circuit equipment for direct instruction purposes. A qualified Institutional Member may elect to join more than one division.

(ii) Each Institutional Member shall designate in writing an authorized representative for each divisional membership held, which representative shall be entitled to vote and act for such member.

(c) Institutional Affiliate Members. Institutional Affiliate Members shall not be members of any Division of NAEB. Each Institutional Affiliate Member shall designate in writing an authorized representative who shall be entitled to vote and act for such member.

(d) Individual Members. Individual Members shall be members of the Individual Member Division.

(e) Honorary Members. Honorary Members shall not be entitled to vote but may otherwise participate fully in the activities of, and receive the publications and other services of, NAEB. An Honorary Member shall not be required to pay dues.

(f) Associates. Associates shall not be entitled to vote but may receive the publications and other services of NAEB.

(g) Applications for Membership. All applications for membership in NAEB shall be submitted in writing to the Secretary for approval by the Board of Directors, provided that procedures for processing applications for Divisional Membership may be established by each respective Division Board. The Board of Directors may, by appropriate resolution, delegate this authority to approve applications to a committee of the Board or to the President. All members as of the date of adoption of this Constitution and By-laws shall remain members without further action by the Board.

Section 2.05. Termination and Reclassification of Membership. The Board of Directors shall, on thirty days' notice, terminate the membership of any member who becomes ineligible for membership or reclassify the membership status of any member no longer meeting the requirements of a particular category of membership as set forth in ARTICLE II of this Constitution and By-laws. The Board of Directors shall suspend or expel any member who may be substantially in default with respect to the payment of dues, fees or other assessments as may be determined under ARTICLE X of this Constitution and By-laws.

Section 2.06. Resignation. Any member may resign by filing a written resignation with the Secretary, but such resignation shall not relieve the member so resigning of the obligation to pay any dues, fees and other assessments theretofore accrued and unpaid.

Section 2.07. Transfer of Membership. Membership in NAEB is not transferable or assignable.

## ARTICLE III

### Meetings

Section 3.01. Annual and Special Meetings. Annual meetings of members shall be held either within or without the State of Illinois. An annual meeting shall be held each year between the third Tuesday of October and the third Tuesday of November on a day and at an hour to be determined by the Board of Directors, provided that the meeting sites shall be selected by the Board three years in advance and on the following rotational basis: starting in 1965, and each fourth year thereafter, the annual meeting shall be held in the District of Columbia; starting in 1967, and each eighth year thereafter, the annual meeting shall be held in the West; starting in 1970, and each eighth year thereafter, the annual meeting shall be held in the East; starting in 1972, and each eighth year thereafter, the annual meeting shall be held in the South. All other annual meetings shall be held in the Midwest. Special meetings of the members may be called by the Board of Directors, the President, the Secretary or by members having one-tenth of the votes entitled to be cast at such meeting.

Section 3.02. Notice of Meetings. Written or printed notice stating the place, day and hour of any meeting of members shall be delivered, either personally or by mail, to each member entitled to vote at such meeting, not less than five nor more than forty days before the date of such meeting, by or at the direction of the Board of Directors, the President, the Secretary or persons calling the meeting. In case of a special meeting, the purpose for which the meeting is called shall be stated in the notice. If mailed, the notice of a meeting shall be deemed delivered when deposited in the United States mail addressed to the member at his address as it appears on the records of NAEB, with postage thereon prepaid.

Section 3.03. Quorum. The members having one-tenth of the votes which may be cast at any meeting shall constitute a quorum at such meeting. If a quorum is not present at any meeting of members, the majority of the members present may adjourn the meeting from time to time without notice.

## ARTICLE IV

### Regions and State or Area Chapters

Section 4.01.

(a) Regions. The Board of Directors shall designate areas within the geographic limits of the United States to compose Regions and may change such designations from time to time upon the approval of a majority of the voting members of NAEB.

(b) Regional Councils. A Regional Council of NAEB shall consist of the Directors of NAEB residing in each Region together with the Presidents of state or area chapters, if any, resident in such Region. In the event no NAEB Divisional Director is resident in any such Region, each respective Division Board may designate a Regional Councilman for such Region. Each Regional Council shall hold annual or more frequent regional meetings for the purpose of electing officers and conducting such other activities as may advance the purposes of NAEB in that Region.

(c) State or Area Chapters. Within each Region, the Board of Directors may charter state or other area chapters of NAEB. Membership in each such chapter shall be restricted to Institutional Members, Institutional Affiliate Members, Individual Members and Honorary Members residing or located within such state or area. State or area chapters are empowered to design their own programs of activity in order to advance the purposes of NAEB within such state or area and to assess such dues or other assessments as may be necessary, subject to the approval of the Board of Directors.

(d) Limitations. No Regional Council or state or area chapter shall conduct any activities in a manner or for purposes inconsistent with the Articles of Incorporation and this Constitution and By-laws of NAEB; nor shall any such Council or chapter have the authority to enter into any contracts or other binding arrangements in the name of, or on behalf of, NAEB or to commit it financially.

## ARTICLE V

## Board of Directors of NAEB

Section 5.01. Number and Composition. There shall be thirty directors, six of whom shall be elected by the members of the Radio Stations Division; six of whom shall be elected by the members of the Television Stations Division; six of whom shall be elected by the members of the Instructional Member Division; six of whom shall be elected by the members of the Individual Member Division; one of whom shall be elected by Institutional Affiliate Members; four of whom shall be elected by the Board of Directors as representatives of the public at large (and shall be known as Public Directors); and one of whom shall be the President of NAEB ex officio.

Section 5.02. General Powers. The property, affairs and business of NAEB shall be managed by the Board of Directors. Except as otherwise provided in this Constitution and By-laws, all matters of policy affecting NAEB and its members shall be determined solely by the Board of Directors.

Section 5.03. Terms of Directors.

(a) Directors Elected by Divisions. In the case of directors elected by a Division of NAEB, two directors shall be elected annually for three calendar year terms, except that directors elected by each Division serving as of the date of adoption of this Constitution and By-laws shall continue their respective terms until their successors shall be duly elected and shall have qualified.

(b) Other Directors. The director elected by the Institutional Affiliate Members shall be elected for a three calendar year term, except that the Director-at-Large elected by such members serving as of the date of adoption of this Constitution and By-laws shall continue his term until his successor shall be duly elected and shall have qualified. Each of the Public Members of the Board shall be elected annually for a four calendar year term except that the Director-at-Large not elected by the Institutional Affiliate Members serving as of the date of adoption of this Constitution and By-laws shall be deemed a Public Director and shall continue his term until his successor shall be duly elected and shall have qualified. Elections to terms other than three or four calendar years, as the case may be, as may be necessary to constitute the Board of Directors as specified herein as of the date of adoption of this Constitution and By-laws shall be held.

Section 5.04. Qualifications for Institutional and Institutional Affiliate Directors. Each director elected by the members of an Institutional Division shall be the authorized representative of a member of such division and the director elected by Institutional Affiliate Members shall be the authorized representative of an Institutional Affiliate Member.

Section 5.05. Limitations on Terms of Service. Directors shall hold office until their successors shall be duly elected and shall have qualified. The director elected by the Institutional Affiliate Members and the Public Directors shall not be eligible to succeed themselves after serving one full three or four-year term, as the case may be, but shall be eligible for election thereafter.

Section 5.06. Time and Method of Election. Directors (other than the Public Directors and the ex officio member) shall be elected by mail ballot following each annual membership meeting, provided that such ballot shall be completed at such time to permit elected directors to take office at the beginning of the succeeding calendar year. Subject to the provisions of the preceding sentence, the procedures for the election of the director elected by Institutional Affiliate Members shall be determined by the Board of Directors and procedures for the election of Divisional Directors shall be determined by each respective Division Board. Public Directors shall be elected at the annual meeting of the Board of Directors.

Section 5.07. Resignation. Any director may resign at any time by giving written notice to the Secretary of NAEB or to the Board of Directors. Such resignation shall take effect at the time specified therein; and unless otherwise specified therein, the acceptance of such resignation shall not be necessary to make it effective.

Section 5.08. Existence of Vacancy. A vacancy shall be deemed to exist in the case of the death or resignation of any director and, in the case of any director elected by the members of an Institutional Division or by the Institutional Affiliate Members, if the membership of the institution of which such director is the authorized representative shall have been terminated or reclassified.

Section 5.09. Filling of Vacancies. Vacancies in the Board of Directors shall be filled as follows: If a vacancy occurs with respect to any director elected by the members of a Division of NAEB, the remaining directors elected by the members of such Division shall elect a successor. If the vacancy occurs with respect to the Public Directors or to the director elected by the Institutional Affiliate Members, such vacancy may be filled by a vote of the majority of the remaining directors though less than a quorum. Each director so elected shall hold office for the unexpired term of his predecessor and until his successor shall be duly elected and shall have qualified.

Section 5.10. Place of Meetings. Meetings of the directors shall be held at the principal office of NAEB, or at any other place designated from time to time by resolution of the Board or by written consent of all directors.

Section 5.11. Annual, Other Regular and Special Meetings of Directors. The annual meeting of the Board of Directors shall be held in the autumn of each year at such place, at such date and at such hour as may be fixed at the last preceding meeting of the Board of Directors, and if not so fixed, as fixed by the President, or, if he is absent or is unable or refuses to act, by the Chairman or any two directors. At least two regular meetings shall be held each year. One of such meeting shall be held immediately preceding or immediately following the annual meeting of members of NAEB. A special meeting of the Board of Directors may

be called by the President or, if he is absent or is unable or refuses to act, by any three directors.

Section 5.12. Organization of Directors' Meetings. At all meetings of the Board of Directors, the Chairman of the Board, or, in his absence, the Vice-Chairman of the Board, or, in the absence of the Chairman of the Board and the Vice-Chairman of the Board, a chairman chosen by a majority of the directors present, shall act as chairman of such meeting and preside thereat. The Secretary, or, in his absence, an Assistant Secretary, shall act as Secretary at all meetings of the Board of Directors. In the absence from any such meeting of the Secretary and all the Assistant Secretaries, the chairman of the meeting may appoint any person to act as Secretary of the meeting.

Section 5.13. Notice of Meetings - Waiver. Notices of the annual meetings shall be given not less than five nor more than forty days prior to the date thereof and notices of any regular or any special meetings shall be given not less than five nor more than forty days prior to the date thereof. Each notice shall specify the place, the date and hour of the meeting, and, in the case of special meetings, the general nature of the business to be transacted thereat. Notice may be given to any director personally, by mail, or by telegram, charges prepaid, and may be waived in writing by any director, either before or after the meeting. Notices of adjourned meetings need not be given except when the adjournment is for a period of thirty days or more. Notices shall be given by the Secretary or, if he is absent, by an Assistant Secretary, or, if they are unable or refuse to act, by any two directors.

Section 5.14. Quorum - Adjournment. The presence of one-third of the members of the Board of Directors shall constitute a quorum for the transaction of business. In the absence of a quorum, any meeting may be adjourned from time to time by the vote of a majority of Directors present thereat, but no other business may be transacted except as provided in Section 5.09 of this Constitution and By-laws. At any such adjourned meeting at which a quorum is present, any business may be transacted which might have been transacted at the meeting as originally noticed.

Section 5.15. Consent to Meetings. The transactions of any meeting, however called and noticed, shall be as valid as though had at a meeting duly held after regular call and notice, if a quorum be present, and if, either before or after the meeting, each of the directors not present in person signs a written waiver of notice, or consent to the holding of such meeting, or an approval of the minutes thereof. All such waivers, consents, or approvals shall be filed with the corporate records or made a part of the minutes of the meeting. Any action which, under law, may be taken at a meeting of the Board of Directors may be taken without a meeting if authorized by approval in writing signed by all of the directors and filed with the Secretary of NAEB.

Section 5.16. Voting Rights - Proxies Prohibited. Each director including the ex officio Director shall be entitled to one vote. No director may vote by proxy.

## ARTICLE VI

## Division Boards

Section 6.01. Division Boards. The Board of Directors may, by resolution adopted by a majority of the directors in office, designate and appoint those

directors elected by the members of each Division of NAEB to act as a committee of the Board. Each such committee shall be known as a Division Board and, to the extent provided in such resolution and subject to the provisions of Section 6.03 of this Constitution and By-laws, shall have and exercise the authority of the Board of Directors in the management of NAEB with respect to matters pertaining to its respective Division, provided that no such Division Board shall possess any authority of the Board of Directors, the delegation of which is specifically prohibited by the General Not for Profit Corporation Act of the State of Illinois and provided, furthermore, that this delegation of authority shall not operate to release the Board of Directors, or any individual director, of any responsibility imposed upon it or him by law.

Section 6.02. Division Board Officers. Each Division Board may elect its chairman and such other officers as it may desire, including an Executive Director who shall be responsible for the activities of such Division. Each such Board may, subject to the approval of the Board of Directors, establish its own By-laws for the conduct and timing of its meetings. The minutes of each such Board shall become a part of the corporate records of NAEB and shall be promptly prepared and filed with the Secretary.

Section 6.03. Limitation on Authority of Division Boards. No Division Board, Division Board Chairman, or other Division Officer shall have the authority to enter into any contracts or other binding arrangements in the name of, or on behalf of, NAEB or to commit it financially. Any dispute between Division Boards shall be referred to and decided by the Board of Directors. Any action taken by a Division Board with respect to matters pertaining to its own Division shall be regarded as the action of the Board of Directors unless such action is referred by the President to the Executive Committee within thirty days after the minutes of the meeting at which such action is taken are filed with the Secretary. Any disagreement that may arise at a regular or special meeting of the Board of Directors between a majority of the Board and a Division Board with respect to matters pertaining to such Division shall also be referred to the Executive Committee. In the event any such action or disagreement is so referred to the Executive Committee, such committee shall, at a special meeting held not less than 10 days or more than 30 days after such referral, consider such action or disagreement and make recommendations to the Board of Directors with respect to the approval, reversal, modification, or resolution thereof by the Board.

## ARTICLE VII

### Officers

Section 7.01. Officers. The officers of NAEB shall be a Chairman, a Vice-Chairman, a President, who shall be the Chief Executive Officer, such Vice-Presidents as may from time to time be elected by the Board of Directors, a Secretary, and a Treasurer, and such other officers as shall be elected in accordance with the provisions of Section 7.03 of this Constitution and By-laws. The Chairman and the Vice-Chairman shall be elected from among the Directors. The Chairman and Vice-Chairman shall not be directors from the same Division.

Section 7.02. Election, Term of Office and Qualifications. The officers of NAEB shall be elected by vote of a majority of the whole Board of Directors. Each officer shall hold his office until the next regular annual meeting of the Board of Directors and until his successor shall be duly elected and shall have qualified or

until he shall die, resign or shall have been removed in the manner hereinafter provided. Any two or more offices may be held by the same person except the offices of Chairman or Vice-Chairman and President and the offices of President and Secretary.

Section 7.03. Additional Officers. The Board of Directors may elect such other officers as it may deem necessary, including one or more Assistant Secretaries and one or more Assistant Treasurers, each of whom shall have such authority and perform such duties as are provided in this Constitution and By-laws and shall have such additional authority and perform such additional duties as the Board of Directors may from time to time prescribe.

Section 7.04. Removal. Any officer elected by the Board of Directors may be removed by vote of a majority of the whole Board of Directors whenever in its judgment the best interest of NAEB will be served thereby, but such removal shall be without prejudice to the contract rights, if any, of the person so removed.

Section 7.05. Resignation. Any officer of NAEB may resign at any time by giving written notice of his resignation to the President, or to the Secretary, or to the Board of Directors. Any such resignation shall take effect at the time specified therein and unless otherwise specified therein, the acceptance thereof shall not be necessary to make it effective.

Section 7.06. Vacancies. Any vacancy in any office because of death, resignation or removal, or any other cause may be filled by the Board of Directors at any regular or special meeting thereof.

Section 7.07. The Chairman and Vice-Chairman of the Board. The Chairman and the Vice-Chairman of the Board of Directors shall be elected at each annual meeting of the Board, by a vote of the majority of the whole Board of Directors and each shall serve in such capacity at the pleasure of the Board. The Chairman shall, if present, preside at all meetings of the members and at all meetings of the Board of Directors. He shall perform such other duties as from time to time may be assigned to him by the Board of Directors. The Vice-Chairman of the Board in the absence of the Chairman of the Board shall in all respects act in the stead of the Chairman of the Board during such absence.

Section 7.08. The President. The President shall be the Chief Executive Officer of NAEB and shall have, subject to the direction and control of the Board of Directors and the Executive Committee, general and active supervision over the business and affairs of NAEB and over its several officers. The President shall appoint all members of the staff of NAEB (other than those specifically named in this Constitution and By-laws) and assign them appropriate titles, duties and fix their compensation. The President is authorized, subject to the approval of the Board of Directors, to accept grants to NAEB and to enter into contracts with the Federal Government and other appropriate agencies to pursue research and perform services consistent with the purposes and powers of this corporation as set forth in the Articles of Incorporation. In general, he shall perform all the duties incident to the office of President and such other duties as from time to time may be assigned to him by the Board of Directors. He shall be ex officio a member of all committees of the Board of NAEB (including Division Boards) with the right of vote. The President shall be a full-time, paid employee.

Section 7.09. The Vice-President. Each Vice-President shall have such powers and perform such duties as the Board of Directors may from time to time prescribe. In the case of the absence or inability to act of the President, a Vice-

President may be designated by the Board of Directors to perform the duties of the President and, when so acting, shall have all the powers of, and shall be subject to all the restrictions upon, the President. The Executive Director of each Division may be elected a Vice-President of NAEB.

Section 7.10. The Secretary. The Secretary shall (a) see that all notices are duly given in accordance with the law and this Constitution and By-laws; (b) be custodian of the seal of NAEB and affix such seal to all documents, the execution of which, on behalf of NAEB under its seal, is authorized by the Board of Directors or the Executive Committee, or by any officer or agent of NAEB to whom power to authorize the affixing of such seal shall have been delegated; (c) keep, or cause to be kept, in books provided for the purpose, minutes of the meetings of the members, of the Board of Directors, and of each committee of the Board other than a Division Board; (d) sign such instruments as require the signature of the Secretary; and (e) in general perform all the duties incident to the office of Secretary and such other duties as from time to time may be assigned to him by the Board of Directors.

Section 7.11. Assistant Secretaries. Each of the Assistant Secretaries shall perform such duties as from time to time may be assigned to him by the Board of Directors.

Section 7.12. The Treasurer. The Treasurer shall (a) have charge and custody of, and be responsible for, all funds and securities and other property of NAEB and deposit all such funds in such banks, trust companies or other depositories as shall be selected in accordance with the provisions of this Constitution and By-laws or by order of the Board of Directors; (b) receive, and give receipts for, moneys due and payable to NAEB from any source whatsoever; (c) sign such documents as shall require the signature of the Treasurer; (d) keep or cause to be kept correct records of the business transactions of NAEB and at all reasonable times exhibit such records to any of the directors of NAEB upon application at the office of NAEB where such records are kept; (e) have charge of the audit and financial statistical departments of NAEB; and (f) in general perform all the duties incident to the office of Treasurer and other duties as from time to time may be assigned to him by the Board of Directors. The Treasurer shall, if required by the Board of Directors, give a bond for the faithful discharge of his duties in such sum and with such sureties as the Board of Directors shall determine.

Section 7.13. Assistant Treasurers. Each of the Assistant Treasurer shall perform such duties as from time to time may be assigned to him by the Board of Directors. If required by the Board of Directors, each Assistant Treasurer shall give a bond for the faithful performance of his duties in such sum and with such sureties as the Board of Directors shall determine.

Section 7.14. Compensation. The compensation of the officers shall be fixed from time to time by the Board of Directors.

## ARTICLE VIII

### Committees of the Board

Section 8.01. Executive Committee. The Chairman of each Division Board, together with the Chairman of the Board of Directors of NAEB and the President of NAEB, shall serve as an Executive Committee. To the extent specifically provided by resolution adopted by a majority of the whole Board of Directors, the

Executive Committee shall have and may exercise the authority of the Board of Directors in the management of the property, affairs and business of, and in establishing the policies of, NAEB, and may authorize the seal of NAEB to be affixed to all papers which require it. The Chairman of the Board of Directors, or, in his absence, the Vice-Chairman, shall act as its chairman, or, in the absence of both of them, the remaining members may elect a chairman of the meeting.

Section 8.02. Committees in General. The Board of Directors may appoint such other committees, and the chairmen thereof, as it may deem appropriate to perform such functions as it may designate.

Section 8.03. Committee Procedure. Each member of any committee other than a Division Board shall continue to be a member of that committee only during the pleasure of the Board of Directors. Except in the case of Division Boards or as otherwise provided by the Board of Directors, a majority of a committee shall constitute a quorum thereof, and the act of a majority of those present at a meeting at which a quorum is present shall be the act of the committee. Meetings of each such committee shall be called by the President of NAEB at the request of the chairman of the committee or any two members of the committee. Each such committee shall render such reports, at such times, as the President or Board of Directors may request.

## ARTICLE IX

### Contracts, Drafts, Bank Accounts, Etc.

Section 9.01. Contracts and Appointments of Agents in Connection Therewith. To the extent specifically authorized by the Board of Directors, the Chairman, the President or any Vice-President, or the Secretary, or the Treasurer may in the name of NAEB and on its behalf execute and deliver contracts between NAEB and any individual, corporation or partnership.

Section 9.02. Loans. To the extent specifically authorized by the Board of Directors, any two of the following officers, to wit, the Chairman, the Vice-Chairman, the President, a Vice-President, the Treasurer and the Secretary, acting together, may effect loans and advances at any time for NAEB from any bank, trust company or other institution or from any firm or individual and for such loans and advances may make, execute and deliver promissory notes or other evidences of indebtedness of NAEB, but no officer or officers, shall for purposes of giving security for any such loan or advance, mortgage, pledge, hypothecate or transfer any property whatsoever owned or held by NAEB, except when authorized by resolution of the Board of Directors.

Section 9.03. Checks, Drafts, etc. All checks, drafts, orders for the payment of money, obligations, bills of exchange and insurance certificates shall be signed by such officer or officers of NAEB and in such manner as shall from time to time be determined by resolution of the Board of Directors.

Section 9.04. Deposits and Accounts. All funds of NAEB, not otherwise employed, shall be deposited from time to time in general or special accounts in such banks, trust companies or other depositories as the Board of Directors may select, or as may be selected by any officer or officers of NAEB to whom such power may from time to time be delegated by the Board of Directors. For the purposes of deposit and for the purpose of collection for the account of NAEB, checks, drafts and other orders for the payment of money which are payable to

the order of NAEB may be endorsed and delivered by any officer of NAEB.

## ARTICLE X

### Dues

Section 10.01. Annual Dues. Members of NAEB (except Honorary Members) shall pay such annual dues as are determined from time to time by the Board of Directors. In addition, members of each Division shall pay such additional service fees or assessments as are determined from time to time by each respective Division Board.

## ARTICLE XI

### Committees of the Members

Section 11.01. Membership Committees. The President may from time to time appoint committees from among the membership of NAEB, which committees may represent special interest groups or categories within the activities of NAEB. The President or his designated representative shall be an ex officio non-voting member of any such committee.

## ARTICLE XII

### Corporate Seal

Section 12.01. Corporate Seal. The corporate seal shall set forth the full name of NAEB. Such seal may be engraved, lithographed, printed, stamped, impressed upon, or affixed to any contract, conveyance or other instrument executed by NAEB.

## ARTICLE XIII

### Fiscal Year

Section 13.01. Fiscal Year. The fiscal year of NAEB shall begin on July 1 of each year and end on June 30 of the following year.

## ARTICLE XIV

### Waiver of Notice

Section 14.01. Waiver of Notice. Whenever any notice whatever is required to be given by statute or this Constitution and By-laws, a waiver thereof, in writing, signed by the person or persons entitled to said notice, whether before or after the time stated therein, shall be deemed equivalent thereto.

## ARTICLE XV

### Indemnification

Section 15.01. Indemnification of Officers and Directors. NAEB shall indemnify any and all of its officers and directors or former officers and directors against expenses actually and necessarily incurred by them in connection with the defense of any action, suit or proceeding in which they, or any of them, are made parties, or a party, by reason of being or having been officers or directors or an officer or director of NAEB, except in relation to matters as to which any such officer or director or former officer or director shall be adjudged in such action, suit or proceeding to be liable for negligence or misconduct in the performance of duty. Such indemnification shall not be deemed exclusive of any other rights to which those indemnified may be entitled under any agreement, vote of the Board of Directors, or otherwise.

## ARTICLE XVI

### Amendments

Section 16.01. Amendments. Any part of this Constitution and By-laws may be altered, amended or repealed, and a new Constitution and By-laws may be adopted, by a majority of the directors present at any regular meeting or at any special meeting, provided that at least thirty days written notice is given of intention to alter, amend or repeal or to adopt new Constitution and By-laws at such meeting; except that any proposed alteration, amendment or repeal relating to any provision contained in these Constitution and By-laws with respect to the number, composition and election of directors shall be submitted to the voting members of NAEB in such manner as the Board of Directors shall prescribe, provided that at least thirty days advance notice is given in writing to qualified members before the date of the meeting at which any such proposed alteration, amendment or repeal is to be considered. At an annual meeting of members, any alterations, amendment or repeal of this Constitution and By-laws may be effectuated by consent of two-thirds of the voting members present. Any alteration, amendment or repeal shall become effective at such time as is provided in the resolution approving any such alteration, amendment or repeal.

MAB - File - PR Com

HEAA
10/12/64

October 9, 1964

Mr. Lee E. Campion, Director
Division of Educational Communications
University of the State of New York
Albany, New York 12224

Dear Lee,

During the ensuing year we would like to prepare a speakers' guide listing individuals throughout the United States who are prepared to speak on educational broadcasting. As you know, there is a great demand for speakers for PTA's and various civic organizations. Would you please look at the enclosed guides for ideas, then compile one which might be appropriate for the NAEB?

Include names of speakers from the various regions. We will send your suggestions to other committee members and ask them to add additional names and within the next several months I hope we can have a guide which can be published for the NAEB members.

Sincerely,

Marion Corwell
Associate Director

MC/hjk

cc: Harold Hill

October 9, 1964

Mrs. Mary Ann Buddington
Nat. Assn. of Educational Broadcasters
1346 Connecticut Avenue
Washington 36, D. C.

Dear Mary Ann,

Would you please send me a list of the NAEB committee members for 1964-65?

I would like to get into action and am not certain who is currently on the committee.

Sincerely,

Mation Corwell
Associate Director

MC/hjk

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
1346 CONNECTICUT AVENUE
WASHINGTON 36, D. C.

WILLIAM G. HARLEY
PRESIDENT

April 30, 1964

Miss Marion E. Corwell
Associate Director of School Relations
Dearborn Public Schools
4824 Lois
Dearborn, Michigan

Dear Miss Corwell:

A quick note re Public Relations Committee replacements.

The following people are due to rotate off this year:

Gertrude Broderick, USOE
Lillian Brown, Geo. Wash. U.
Frances Butler, AAUW

We are anxious to complete committee assignments so that we can send out a printed list of same to the membership. Therefore, I will forego frugality and call Leontine Keane - and anyone else you suggest.

Thank you for your willing cooperation and Cheers ----

Mary Ann

(Mrs.) Mary Ann Buddington
Secretary to Mr. Harley

P. S.

Just read my last letter to you - what about Dona Lee Davenport? Yea or Nay?

October 9, 1964

Mr. Lee E. Campion, Director
Division of Educational Communications
University of the State of New York
Albany, New York 12224

Dear Lee,

During the ensuing year we would like to prepare a speakers' guide listing individuals throughout the United States who are prepared to speak on educational broadcasting. As you know, there is a great demand for speakers for PTA's and various civic organizations. Would you please look at the enclosed guides for ideas, then compile one which might be appropriate for the NAEB?

Include names of speakers from the various regions. We will send your suggestions to other committee members and ask them to add additional names and within the next several months I hope we can have a guide which can be published for the NAEB members.

Sincerely,

Marion Corwell
Associate Director

MC/hjk

cc: Harold Hill

THE UNIVERSITY OF THE STATE OF NEW YORK
THE STATE EDUCATION DEPARTMENT
ALBANY, NEW YORK 12224

DIVISION OF EDUCATIONAL COMMUNICATIONS
LEE E. CAMPION, DIRECTOR
GR 4-5974

March 24, 1964

Miss Marion Corwell
Chairman, Public Relations Committee
National Association of Educational Broadcasters
1346 Connecticut Ave., N.W.
Washington, D. C.

Dear Marion:

I have not received a reply to my December 3, 1963 letter inquiring about the Committee Meeting held in Milwaukee on November 20, 1963.

If I am to serve on the Public Relations Committee effectively, I will need to be brought up-to-date on what is being discussed.

Would you please keep me informed.

Sincerely yours,

Lee E. Campion

Lee E. Campion
Director

LEC:rt

*from*

NATIONAL ASSOCIATION
OF EDUCATIONAL BROADCASTERS
1346 Connecticut Ave., N. W., Washington 6, D. C.

Klear Marion —

Per your request

Mary Ann

10/12/64

William G. Harley
President

PUBLIC RELATIONS COMMITTEE

Marion Corwell, Chairman
Associate Director
Office of School Relations
Dearborn Public Schools
Dearborn, Michigan

Dr. Thomas J. Aylward, 1964
Associate Professor
Department of Speech
University of Maryland
College Park, Maryland

Lawrence Creshkoff, 1964
Executive Editor
Television Information Office
666 Fifth Avenue
New York, New York 10019

Robert Montgomery, 1964
7632 Fall Creek Road
Indianapolis, Indiana 46226

Lee Campion, 1965
Director
Division of Educational Communications
N.Y. State Department of Education
Albany, New York 12201

Robert Squier, 1965
TV Program Director
Radio-TV
University of Texas
Box 7158
Austin, Texas

T. E. Tyler, 1965
Arkansas Educational TV Committee
1010 West Third Street
Little Rock, Arkansas

Leontine Keane, 1966
Director
Radio-TV Publicity
Mass Communications Center
Wayne State University
Detroit, Michigan 48202

Lou Peneguy, 1966
Alabama ETV Commission
2151 Highland Avenue
Suite 206
Birmingham, Alabama 35205

October 20, 1964

Mr. Lou Peneguy, Director
Coordination and Information
Alabama Educational Television Commission
2151 Highland Avenue
Birmingham, Alabama 35205

Dear Lou,

Thank you for your letter of October 14. I am referring it to Harold Hill for a decision on whether or not the NAEB would like to go along with your suggestion.

It was good to hear from you again.

Sincerely,

Marion Corwell
Associate Director

MC/hjk

cc: Harold Hill

THE UNIVERSITY OF THE STATE OF NEW YORK
THE STATE EDUCATION DEPARTMENT
ALBANY, NEW YORK 12224

DIVISION OF EDUCATIONAL COMMUNICATIONS
LEE E. CAMPION, DIRECTOR
GR 4-5974

December 23, 1964

Miss Marion Corwell
Associate Director
Dearborn Public Schools
4824 Lois
Dearborn, Michigan 48126

Dear Miss Corwell:

I regret that I am so late in replying to your letter of October 9. I have been attempting, since receipt of your letter, to get at this task of developing a speakers' guide.

I intend to get at the problem first thing next year. Please be patient with me.

Sincerely yours,

Lee Campion

Lee E. Campion
Director

LEC:rt

December 15, 1964

Mr. Lou Peneguy
Director, Coordination and Information
Alabama Educational Television Commission
2151 Highland Avenue
Birmingham, Alabama 35205

Dear Lou:

I am very sorry to be so slow reacting to your letter of October 20 to Marion Corwell regarding the possibility of an educational broadcasting exhibit at the World's Fair next summer. A convention and two other meetings have taken place since Marion forwarded your letter to me, thus the delay.

Our Executive staff has given serious thought to this suggestion and we feel that it simply is not feasible for the NAEB (even in cooperation with NET) to undertake such an exhibit. Even if the space were to be donated to us, there are still several other factors to be considered.

In the first place the Hall of Education and the communications "show" both leave something to be desired, and it may do us more harm than good to exhibit in either. Secondly, there would be the cost of preparing a worthwhile exhibit which would run into $2,000. Thirdly, there is the problem of staffing the exhibit. We feel that no exhibit should be left unattended and that no static exhibit does much for the exhibitor. We would not be in a position to provide someone to staff it nor to pay the cost of having it staffed.

It would indeed have been a fine idea to have a NAEB-NET exhibit in the Hall of Education if all of the above factors did not weigh so heavily against it.

Sincerely,

HEH

Harold E. Hill

HEH/mlm
cc: Marion Corwell

December 9, 1964

Mr. John B. Haney
Director
Office of Instructional Resources
University of Illinois
Navy Pier
Chicago 11, Illinois

Dear John:

I don't know what happened but for some strange reason I am just now getting around to your letter of October 20.

I believe, although I am willing to listen to argument, that the University of Illinois-Chicago will have to join the NAEB as a separate entity. The only precedent we really have for this is a similar situation with the University of Minnesota branch in Duluth which operates a radio station and which we require to take out a membership in addition to the one held by the University of Minnesota.

I realize there may be differences, primarily the fact that the U. of Minn.-Duluth wanted to get programs from our network, and thus had to join separately. The problem, really, is that we have no way of adding you to the Instructional Division mailing list unless the U. of I.-Chicago becomes a separate member. I'm afraid if we did allow this, this would set a precedent which would cause innumerable problems.

As I say, I am willing to hear arguments on the other side so let me have your reactions to this letter, along with any other ideas or suggestions you might make.

Cordially,

Harold E. Hill

HEH/mlm

UNIVERSITY OF ILLINOIS
NAVY PIER
CHICAGO 11, ILLINOIS

#4

OFFICE OF INSTRUCTIONAL RESOURCES

October 20, 1964

National Association of Educational Broadcasters
1346 Connecticut Avenue, N.W.
Washington, D.C. 20036

Gentlemen:

In February the University of Illinois will open a new campus at Chicago Circle, just west of the Loop. As a part of the academic program, the Office of Instructional Resources will produce and distribute instructional television presentations, originating in the University-owned studios on the campus.

As I understand, the University of Illinois now pays the maximum fee to the NAEB for membership by several University groups in all NAEB Institutional Divisions. There is only one University of Illinois. Please advise me how the Chicago Circle Campus can be made a member of the Instructional Division.

?

Sincerely,

John B. Haney
Director

do they pay full Institut. membership?

JBH:bms

MAB - File PR Com

December 15, 1964

Mr. Lou Peneguy
Director, Coordination and Information
Alabama Educational Television Commission
2151 Highland Avenue
Birmingham, Alabama 35205

Dear Lou:

I am very sorry to be so slow reacting to your letter of October 20 to Marion Corwell regarding the possibility of an educational broadcasting exhibit at the World's Fair next summer. A convention and two other meetings have taken place since Marion forwarded your letter to me, thus the delay.

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It would indeed have been a fine idea to have a NAEB-NET exhibit in the Hall of Education if all of the above factors did not weigh so heavily against it.

Sincerely,

Harold E. Hill

HEH/mlm
cc: Marion Corwell

NAEB

From: HEH 11/6/64

To: SAFJ ~~WBH~~

For your information ☐

For your comments ☐

Please handle ☐

Please take up with me ☐

For your approval ☐

Please file ☐

PLEASE RETURN ☐

Perhaps we should discuss

5M/10-64 Yes at Staff meeting

10-21

Harold -

I know Lou sent a carbon of his letter to you - but I'll send the original along since the decision on this will have to originate in your dept.

Best,

Marion

October 20, 1964

COPY

Mr. Lou Peneguy, Director
Coordination and Information
Alabama Educational Television Commission
2151 Highland Avenue
Birmingham, Alabama 35205

Dear Lou,

Thank you for your letter of October 14. I am referring it to Harold Hill for a decision on whether or not the NAEB would like to go along with your suggestion.

It was good to hear from you again.

Sincerely,

Marion Corwell
Associate Director

MC/hjk

cc: Harold Hill

# ALABAMA EDUCATIONAL TELEVISION COMMISSION

2151 HIGHLAND AVENUE BIRMINGHAM, ALABAMA 35205 TELEPHONE 322-4625

WAIQ, CHANNEL 26 WBIQ, CHANNEL 10 WCIQ, CHANNEL 7 WDIQ, CHANNEL 2 WEIQ, CHANNEL 42

COMMISSIONERS
ROBERT L. HARPER
ABBEVILLE
CLELL L. HOBSON
CENTREVILLE
VINCENT F. KILBORN
MOBILE
MRS. BERTHA S. ROBERTS
GADSDEN
JAMES R. SWEDENBURG
REFORM

PROGRAM BOARD
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MONTEVALLO
RALPH DRAUGHON
AUBURN
AUSTIN R. MEADOWS
MONTGOMERY
FRANK A. ROSE
UNIVERSITY
THEO WRIGHT
BIRMINGHAM

STAFF
RAYMOND D. HURLBERT
GENERAL MANAGER
AL RENFRO
CHIEF ENGINEER
LOUIS PENEGUY
DIRECTOR
COORDINATION & INFORMATION
MRS. MADGE LAW
OFFICE MANAGER

October 14, 1964

Mrs. Marion Corwell
Associate Director
Dearborn Public Schools
5757 Neckel Road
Dearborn, Michigan

Dear Marion:

I'm back raring up my head with another NAEB PR suggestion.

Two years ago you may recall that I suggested that NAEB join with NET in the development of a static New York World's Fair exposition display. At that time, Mr. Harold Hill said that NAEB had previously thought of this idea, and had investigated it, only to find it too expensive a venture.

I'm back suggesting it be thought of again.

If you attended the Fair this summer, you will agree that the Hall of Education contained very little dealing with education. It is my understanding that the Fair Authority had many of those who originally planned to exhibit in it fall through. As a result, it is basically a vendor-house which includes a cafeteria and a kosher delicatessen. I believe an investigation would find the Fair Authority permitting TV educators exhibit in this Hall for little or no rental. I believe, also, the Fair will have as large an audience as it had this year.

Am always eager to see ETV promoted.

Lou Peneguy, Director
Coordination and Information

LP/nc

cc: Mr. Harold Hill
Mr. Jack White

The nation's first educational television network telecasts programs simultaneously over four channels, which are originated by Auburn University, the Birmingham Area Educational Television Association, and the University of Alabama. National Educational Television (NET) programs are provided to the network by the University of Alabama. Independently operated WEIQ-TV is also a NET affiliate.

January 22, 1965

Miss Marion Corwell
Associate Director
Dearborn Public Schools
4824 Lois
Dearborn, Michigan 48126

Dear Marion:

I haven't reacted to the exchange of correspondence between you and Lee Campion prior to now, because I thought Lee might drop into the office early this week, as he indicated in his letter, and we could then discuss the matter. Apparently, his schedule was too tight for him to come by, so I'll now write.

Bill Harley, Jim Fellows and I have discussed this project and think the idea has merit and that Lee has proposed a simple way to proceed. However, we have a couple of major reservations.

First, we wonder whether the use of the information would justify the expense in printing the nice little booklet that would be required to get the information out. Our thought is that it would not receive very widespread use, because those most interested in speakers (PTA, school boards, service clubs, AAWU, etc.) are normally in a position to merely pick up the phone and call a friend in the business or one who knows someone who is.

Second, we are a little leary of giving the impression that we are endorsing those whose names appear in the booklet. This might be especially bad, if, as we fear, the ones wanting their names listed tend to be actually the least qualified.

This doesn't close the door, obviously, but we did want you to know our reactions.

Cordially,

Harold E. Hill

HEH/smj

cc: Mr. Lee Campion

Will it be entitled?
Endorsement of speakers?

Educational Communications
Room 1070
January 12, 1965

Miss Marion Corwell
Associate Director
Dearborn Public Schools
4824 Lois
Dearborn, Michigan 48126

Dear Miss Corwell:

I have examined the speakers' guides ~~proposed~~ developed by NAVA and DAVI. To prepare a speaker guide for NAEB I would like to make the following suggestion. I would like to propose that NAEB publish a short bit of information in a journal asking for speakers. The idea would be to ask members to volunteer as speakers or to recommend a speaker and a topic. In this way we would give all members of NAEB an opportunity to suggest top-notch people and to volunteer their services. When a recommendation is received, it would be followed up with a "speakers' information sheet" this information would seek all necessary data as would be supplied in a speaker guide.

I am going to be in Washington January 17-20 and will approach Harold Hill with this idea.

May I please have your reactions.

Sincerely yours,

Happy New Year to you all

Lee E. Campion
Director

LEC/td

cc: Harold Hill

DEARBORN PUBLIC SCHOOLS
4824 LOIS, DEARBORN, MICHIGAN 48126 582-0441

School Relations
MARION CORWELL, Associate Director

January 15, 1965

Mr. Lee M. Campion, Director
~~The University of the State of New York~~
The State Education Department
Albany 1, New York

Dear Lee,

Your letter of January 12 arrived today. I think your idea of advertising in the NAEB newsletter for possible speakers is an excellent one. Would you like me to write the notice or would you like to take care of it? Would you like to have the names sent to you? Are you compiling the speaker's information sheet?

I'll be interested in learning Harold Hill's reaction to this proposal.

With every good wish,

Marion Corwell
Associate Director

MC/hjk

cc: H. Hill

THE UNIVERSITY OF THE STATE OF NEW YORK
THE STATE EDUCATION DEPARTMENT
ALBANY, NEW YORK 12224

DIVISION OF EDUCATIONAL COMMUNICATIONS
LEE E. CAMPION, DIRECTOR
GR 4-5974

January 25, 1965

Miss Marion Corwell
Associate Director
Dearborn Public Schools
4824 Lois
Dearborn, Michigan 48126

Dear Marion:

My recent three days in Washington proved to be extremely busy days. I was unable to arrange an appointment with Harold Hill to discuss the speaker's guide.

I am going to try again for February 9 when I will again be in Washington. I will let you know the results of this meeting immediately after I return.

Sincerely yours,

Lee

Lee E. Campion
Director

LEC:rt

January 15, 1965

Mr. Lee E. Campion, Director
The University of the State of New York
The State Education Department
Albany 1, New York

Dear Lee,

Your letter of January 12 arrived today. I think your idea of advertising in the NAEB newsletter for possible speakers is an excellent one. Would you like me to write the notice or would you like to take care of it? Would you like to have the names sent to you? Are you compiling the speaker's information sheet?

I'll be interested in learning Harold Hill's reaction to this proposal.

With every good wish,

Marion Corwell
Associate Director

MC/hjk

THE UNIVERSITY OF THE STATE OF NEW YORK
THE STATE EDUCATION DEPARTMENT
ALBANY 1

Educational Communications
Room 1070
January 12, 1965

Miss Marion Corwell
Associate Director
Dearborn Public Schools
4824 Lois
Dearborn, Michigan 48126

Dear Miss Corwell:

I have examined the speakers' guides ~~proposed~~ developed by NAVA and DAVI. To prepare a speaker guide for NAEB I would like to make the following suggestion. I would like to propose that NAEB publish a short bit of information in a journal asking for speakers. The idea would be to ask members to volunteer as speakers or to recommend a speaker and a topic. In this way we would give all members of NAEB an opportunity to suggest top-notch people and to volunteer their services. When a recommendation is received, it would be followed up with a "speakers' information sheet", this information would seek all necessary data as would be supplied in a speaker guide.

I am going to be in Washington January 17-20 and will approach Harold Hill with this idea.

May I please have your reactions.

Sincerely yours,

Lee Campion

Lee E. Campion
Director

LEC/td

cc: Harold Hill

January 26, 1965

Mr. Harold E. Hill, Vice-President
National Association of Educational Broadcasters
1346 Connecticut Avenue
Washington, D. C. 20036

Dear Harold,

Thank you for your letter of January 22.

Our public relations committee was pursuing the speakers guide project at the direction of Bill Harley. He suggested a year or two ago that our committee work on a published NAEB speakers guide and it has taken this long to begin to get it off the ground. Evidentally in the intervening time you people have changed your minds about the necessity of this type of booklet. If so, we will discontinue the project.

Sincerely,

Marion Corwell
Associate Director

MC/hjk

cc: Lee Campion

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
1346 CONNECTICUT AVENUE WASHINGTON, D. C. 20036

HAROLD E. HILL VICE PRESIDENT

January 22, 1965

Miss Marion Corwell
Associate Director
Dearborn Public Schools
4824 Lois
Dearborn, Michigan 48126

Dear Marion:

I haven't reacted to the exchange of correspondence between you and Lee Campion prior to now, because I thought Lee might drop into the office early this week, as he indicated in his letter, and we could then discuss the matter. Apparently, his schedule was too tight for him to come by, so I'll now write.

Bill Harley, Jim Fellows and I have discussed this project and think the idea has merit and that Lee has proposed a simple way to proceed. However, we have a couple of major reservations.

First, we wonder whether the use of the information would justify the expense in printing the nice little booklet that would be required to get the information out. Our thought is that it would not receive very widespread use, because those most interested in speakers (PTA, school boards, service clubs, AAWU, etc.) are normally in a position to merely pick up the phone and call a friend in the business or one who knows someone who is.

Second, we are a little leary of giving the impression that we are endorsing those whose names appear in the booklet. This might be especially bad, if, as we fear, the ones wanting their names listed tend to be actually the least qualified.

This doesn't close the door, obviously, but we did want you to know our reactions.

Cordially,

Harold

Harold E. Hill

HEH/smj

cc: Mr. Lee Campion

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
1346 CONNECTICUT AVENUE WASHINGTON, D. C. 20036

HAROLD E. HILL VICE PRESIDENT

January 29, 1965

Mrs. Marion Corwell
Associate Director
School Relations
Dearborn Public Schools
4824 Lois
Dearborn, Michigan 48126

Dear Marion:

We have not really abandoned all thought of a speakers guide -- we merely wanted to report to you and Lee some of our thoughts.

Lee and I have already set up an appointment for Feburary 9 when he will be in Washington. At that time, Lee and I and Jim Fellows will discuss this whole matter in greater detail.

We still feel there is a great need for such a guide but want to be sure we can overcome the problems I pointed out in my letter of January 22. Lee and I, or both of us, will advise you of our discussion.

Cordially,

Harold

Harold E. Hill

HEH/mlm

January 28, 1965

Dr. Charles J. McIntyre
Director, Office of Instructional
Resources
University of Illinois
205 South Goodwin
Urbana, Illinois 61803

Dear Mac:

About the staff decision relating to membership for the University of Illinois in Chicago -- we have decided to refer this problem to the board Membership Committee which was appointed by Dick Hull in Austin. Therefore, I am sending them a copy of this letter together with copies of our earlier correspondence.

It seems to us that this whole matter of unified or separate membership for "mother" institutions and their various branches is the type of question which should be determined by the Committee.

I trust that the members of the Committee will forward their reactions on this whole problem to Jim Peterson, and that Jim will extract a consensus and forward it to us here.

Sincerely,

Harold E. Hill

HEH/mlm
cc: James Peterson
Keith Engar
Bart Griffith
Martin Busch
Chris Donaldson

January 29, 1965

Mrs. Marion Corwell
Associate Director
School Relations
Dearborn Public Schools
4824 Lois
Dearborn, Michigan 48126

Dear Marion:

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We still feel there is a great need for such a guide but want to be sure we can overcome the problems I pointed out in my letter of January 22. Lee and I, or both of us, will advise you of our discussion.

Cordially,

Harold E. Hill

HEH/mlm

cc: Lee Campion

DEARBORN PUBLIC SCHOOLS
4824 LOIS, DEARBORN, MICHIGAN 48126 582-0441

**School Relations**
MARION CORWELL, ASSOCIATE DIRECTOR

January 26, 1965

Mr. Harold E. Hill, Vice-President
National Association of Educational Broadcasters
1346 Connecticut Avenue
Washington, D. C. 20036

Dear Harold,

Thank you for your letter of January 22.

Our public relations committee was pursuing the speakers guide project at the direction of Bill Harley. He suggested a year or two ago that our committee work on a published NAEB speakers guide and it has taken this long to begin to get it off the ground. Evidentally in the intervening time you people have changed your minds about the necessity of this type of booklet. If so, we will discontinue the project.

Sincerely,

Marion

Marion Corwell
Associate Director

MC/hjk

cc: Lee Campion

THE UNIVERSITY OF THE STATE OF NEW YORK
THE STATE EDUCATION DEPARTMENT
ALBANY, NEW YORK 12224

DIVISION OF EDUCATIONAL COMMUNICATIONS
LEE E. CAMPION, DIRECTOR
GR 4-5974

February 15, 1965

Mrs. Marion Corwell
Associate Director
School Relations
Dearborn Public Schools
4824 Lois
Dearborn, Michigan 48126

Dear Marion:

Dr. Bernarr Cooper and I had a very worthwhile meeting with Harold Hill and Jim Fellows concerning a speakers guide. We decided to take the following action:

1. An announcement is to be made in the NAEB News Letter requesting members to nominate resource people. We decided the guide should be for resource people rather than just speakers. The nominator is to indicate the topic areas which the resource person will advise.

2. NAEB, through its staff and the public relations committee, shall select resource people from the nominations sent in.

3. Those selected will receive a detailed questionnaire gathering vital information from the person nominated.

4. A meeting will be called to put together the publication. This meeting will be called by NAEB.

5. The guide for resource personnel will then be published.

I am in the process now of drafting the News Letter announcement which I will send to you and Harold Hill. Harold seemed satisfied that we are moving in the right direction. I hope these steps will meet with your approval.

Sincerely yours,

Lee E. Campion

Lee E. Campion
Director

LEC:rt
cc: Mr. Harold Hill

MAB

# MEMO

LAWRENCE CRESHKOFF

4/14/65

Dear Bill Harley:

Your note of April 13 about discontinuation of the Public Relations Committee causes me not one whit of distress. I had no idea I was still on it, and my recollection is that I have done precious little to warrant either my retention as a member or your courtesy in providing me with prior information concerning its demise.

Nevertheless, dear Sir, be assured that I remain, as ever, your very grateful and obedient servant,

Larry

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
1346 CONNECTICUT AVENUE
WASHINGTON 6, D. C.

WILLIAM G. HARLEY
PRESIDENT

April 13, 1965

Miss Marion E. Corwell
Associate Dir. of School Relations
Office of School Relations
Dearborn Public Schools
5757 Neckel
Dearborn, Michigan

Dear ~~Miss Corwell~~: Marion

The next Newsletter will contain a list of NAEB Committees, and I wanted to let you know why the Public Relations Committee is no longer listed.

There is no doubt that the NAEB needs a well developed PR program, but this should really be a staff function. I believe you will agree that a sound Public Relations program cannot be conducted by a committee. If certain specific matters seem to need committee advice and assistance (e.g. the present work being done by you and Lee Campion on a speakers guide), either ad hoc committees or one or two individuals will be asked to help out.

I appreciate the very real service this committee has provided in the face of extreme administrative difficulties, and you may be sure that I will call upon you again.

Sincerely,

Bill

William G. Harley

HEH:kk

April 16, 1965

Mr. Harold Hill
National Association of Educational Broadcasters
1346 Connecticut Avenue
Washington 36, D. C.

Dear Harold:

Attached is my suggestion for a news item to appear in an NAEB publication to develp the "Personnel Resource Guide."

Please feel free to edit as you see fit. Let me know when and if it will be published.

Sincerely yours,

Lee E. Campion
Director

LEC:rt
Encl.

cc: Mrs. Marion Corwell

The Public Relations Committee of NAEB is attempting to develop and publish a "Personnel Resource Guide" to provide members, educators, and laymen with a source of information concerning people available to assist in the development of educational television.

The "Guide" is not to be exclusively a speaker's guide. It will include names of resource people who can serve as consultants, evaluators, and specialists, as well. The "Guide" is not to be exclusively a source for free assistance. Where expenses and/or honoraria are required, the "Guide" will so indicate.

To locate outstanding professional resource personnel for educational television, the Committee is asking you to submit the names of persons you recommend. Please indicate the topic area or areas in which you feel they can best serve. Nominations must be received before_____.

It is the hope of the Committee that this valuable resource information will be available to you in the near future.

April 13, 1965

Miss Leontine Keane, Director
Radio-TV Publicity
Mass Communications Center
Wayne State University
Detroit, Michigan 48202

Dear Miss Keane:

The next Newsletter will contain a list of NAEB Committees, and I wanted to let you know why the Public Relations Committee is no longer listed.

There is no doubt that the NAEB needs a well developed PR program, but this should really be a staff function. I believe you will agree that a sound Public Relations program cannot be conducted by a committee. If certain specific matters seem to need committee advice and assistance (e.g. the present work being done by Lee Campion and Marion Corwell on a speakers guide), either ad hoc committees, or one or two individuals will be asked to help out.

I appreciate the very real service this committee has provided in the face of extreme administrative difficulties, and you may be sure that I will call upon you again.

Sincerely,

William G. Harley

HEH:kk

April 13, 1965

Mr. Lou Peneguy
Alabama ETV Commission
2151 Highland Avenue
Suite 206
Birmingham, Alabama 35205

Dear Mr Peneguy:

The next Newsletter will contain a list of NAEB Committees, and I wanted to let you know why the Public Relations Committee is no longer listed/

There is no doubt that the NAEB needs a well developed PR program, but this should really be a staff functinn. I beléeve you will agree that a sound Public Relations program cannot be conducted by a committee. If certain specific matters seem to need committee advice and assistance (e.g. the present work being done by Lee Campion add Marion Corwell on a speakers guide), either ad hoc committees, or one or two individuals will be asked to help out.

I appreciate the very real service this committee has provided in the face of extreme administrative difficulitès, and you may be sure that I will call upon you again.

Sincerely,

William G. Harley

HEH:kk

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

1346 CONNECTICUT AVENUE · WASHINGTON, D C 20036

June 29, 1973

Mr. Lee Campion, Director
Division of Educational Communications
University of the State of New York
Albany, New York 12224

Dear Lee:

Names are coming in daily for the "Personnel Resource Guide" as described in the June Newsletter.

Am I correct in assuming that the project is to be carried out in three phases: 1) initial screening of the names by the NAEB staff here, 2) submission of our list to you and possibly an ad hoc committee for final screening, 3) printing of the list here in Washington?

Please let me know if there are any changes.

Sincerely,

Harold E. Hill

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newsletter

of the NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

VOL. 30, NO. 6 WASHINGTON, D.C. JUNE, 1965

## NAEB Comments on Translator Proposal

In comments concerning the FCC proposal to liberalize its rules regarding authorized power and available frequencies for TV translator use, the NAEB expressed general support for the principles and aims of the proposal. However, the NAEB filing also explored some doubts about certain aspects of the plan.

The proposal would permit secondary use by high-power (up to 100 watts) TV translators on all unoccupied unreserved assignments in the Table of Assignments.

The NAEB questioned the wisdom of linking the proposal to the present Table of Assignments when a modified Table is currently being considered in another docket. The NAEB proposed that the FCC resolve the over-all UHF docket proceeding first, and then provide opportunity for additional comment in the current proceeding in light of those conclusions.

## ECS Enters Design Phase

Under a new contract with the U. S. Office of Education, the NAEB ECS project will design three model systems to test the feasibility of furthering academic cooperation by multipurpose electronic networks. One system will emphasize intra-state cooperation, one will be regional, and one will concentrate on use of non-university resources such as leading cultural and research institutions. The USOE contract will support the 18-month design phase at a cost of nearly $145,000.

## Sole Radio Peabody Award Goes to WRVR-FM

Two "firsts" were established recently with the awarding of the 1964 George Foster Peabody Award to WRVR-FM, Riverside Church station, New York City. It was the first time in the 25-year history of the awards that an entire radio station received such recognition, and it was also the first time that only one radio award was made.

In the photograph, Jack D. Summerfield (center), WRVR general manager and chairman of the NER Board of Directors, accepts the award from John F. Drewry, dean of the University of Georgia's Henry W. Grady School of Journalism, which, with the Peabody Board, administers the annual awards. Paul Porter, Peabody Board member and former FCC chairman, looks on.

Summerfield expressed appreciation to the affiliates of NERN and to the NAEB, as well as to those directly involved with WRVR. The Peabody was WRVR's ninth award in thirteen months.

The citation noted that "Riverside Radio WRVR-FM has become one of the most influential factors in the expanding use of FM radio. It not only serves the discriminating metropolitan New York listeners, but its tapes have been used by 105 radio stations from Alaska to Florida, and by networks abroad. This process of cross-fertilization is lifting the entire moral, intellectual and cultural levels of radio."

Among the 1964 television winners were NET's "The French Chef" and "Intertel."

## NAEB-NER Receives Grant

For the second year, the National Home Library Foundation has awarded funds to NAEB's educational radio stations. NER will use the $30,000 grant for production grants-in-aid; to distribute programs from domestic and foreign sources, with emphasis on literature and drama; and to provide program consultation services.

In making the grant announcement, NHLF officials indicated that they were pleased with the use to which the funds granted last year were put. The initial grant made possible the production of more than 100 programs, which are being released via NERN this year.

## Attention Speakers, Consultants, Evaluators!

The NAEB is developing a list of outstanding professional resource personnel for ETV, to be published in a "Personnel Resource Guide" for members, educators, and laymen. The guide will *not* be exclusively a speaker's guide. It will include names of people who can serve as consultants, evaluators, and specialists as well.

This will not be exclusively a source for free assistance. Where expenses and/or honoraria are required, the guide will so indicate.

The committee of NAEBers working on the project is asking for recommendations. Please submit names and the topic area or areas in which each can best serve to NAEB Washington by August 1, 1965.

## FCC Notifies MPATI

An FCC notice of May 12 instructed its staff to draft a document that would deny MPATI's petition for regular use of that service on six channels in the upper UHF. The document will point out that the FCC would permit continued MPATI operation on six frequencies of the 2500 mc band.

## Appalachia Committee Meets

The special Appalachia committee organized at the NAEB Region II conference in March met in Atlanta May 7. In its report the group urges establishment of a regional educational communications task force to develop a regional plan for development and operation of radio and TV programs and facilities. The regional plan would be based on state plans of the eleven states.

John Young, WUNC-TV, chairman of the committee, has scheduled another meeting for June 3 in Columbus, Ohio. Others who attended the Atlanta session are: Hill Bermont, Henry J. Cauthen, David Chapman, Jr., Charles Drake, Tom Eden, Lee E. Franks, E. H. Gillis, Jr., Gregory Heimer, Robert M. Henderson, Presley D. Holmes, W. Frank Martin, Marjorie Newman, Louis Peneguy, O. Leonard Press, Jerrold Sandler, Odell Skinner, Ronald B. Stewart, and Kenneth D. Wright.

## Region III Talks Available

Photocopies of the following presentations from the 1965 Region III meeting may be obtained from the publications office for 10c a page to cover duplication and postage; payment must accompany order. These will not be published in the *NAEB Journal.*

1. *Bruner AND Bretz: The Professional Training of ITV Personnel,* by Lewis A. Rhodes. 6 pages.
2. *The Theory-Practice Dichotomy in Instructional Television,* by Egon G. Guba. 11 pages.
3. *Closing the Gap—Research and Practice,* by Lee S. Dreyfus. 13 pages.
4. *Fulfilling the Instructional Role of TV, Viewpoint of a School Executive,* by H. R. Cromwell. 9 pages.
5. *An Appraisal of Current Developments in ETV Equipment,* by Roger E. Peterson. 7 pages.
6. *I Wanna Be a Disc Jockey,* by Robert F. Smith. 9 pages.

## Insurance Over $3,000,000

NAEBers have more than $3 million of accident insurance in force under the group plan for NAEB Individual Members, which was begun in January 1964.

## Management Tapes Available

ETV stations may receive free of charge a series of 36 videotapes on the subject of management. The tapes, each approximately a half-hour in length, are primarily lectures by leading practitioners in the subjects covered. Write Daniel C. Cady, Assistant Vice President, American Management Association, 135 West 50th Street, New York City 10020.

## Tennessee Seeks ETV Info

Tennessee's education department is interested in ETV courses with emphasis on children pre-school through third grade. Officials would like to hear from NAEBers who have offered courses concerning child growth and development, materials and methods of training the young child, pre-school equipment and arrangement and techniques. They would like to know the name of the teacher, whether the course is on videotape, whether credit was offered, whether it was considered successful. Write to Mrs. Alice Kousser, supervisor, ETV, 102 Cordell Hull Building, Nashville, Tennessee 37219.

## Correction!

In the list of committees included with last month's *Newsletter,* Zoel Parenteau, member of the ETS CATV Committee, was listed with an incorrect station affiliation. He is with KCSD-TV, Kansas City, Missouri.

## News Notes

### PERSONNEL

▶ Stanley D. Handleman, of the TV Center at Brooklyn College, City University of New York, has been appointed director of the Peace Corps ETV project in Colombia.

▶ Joseph L. Manch, superintendent of schools, Buffalo, N. Y., has become chairman of the board of trustees of the Empire State FM School of the Air. He succeeds the late Paul C. Reed.

▶ Burt Harrison, manager, KWSC, Washington State University, is back on the job following recuperation from extensive surgery.

▶ Henry R. Cassirer has been named chief of a UNESCO unit for Educational Use of Mass Media. In his new position he will assure close integration of the use of such media as radio, TV, film, and the press into the education effort of UNESCO member states, especially in adult education. He joined the UNESCO staff in 1952.

▶ The president of Colby College, Robert E. L. Strider, was elected president of the Colby-Bates-Bowdoin Educational Broadcasting Corporation at its recent annual meeting in Augusta, Maine. The corporation is the licensee for WCBB, Lewiston, Maine.

### STATE AND REGIONAL

▶ Nebraska ETV Network plans were aided recently when the state legislature passed a law imposing an additional two cents a package on cigarettes; ETV will receive 35% of the revenue. September 1 is the target date for completion of two channels—3 at Lexington and 16 at Omaha.

▶ The Connecticut House has allocated to the Connecticut ETV Corporation a needed $50,000 to carry ETV programs for classrooms through June. This is in addition to an appropriation in 1963 of $200,000 for the biennium.

▶ The South Dakota legislature this year created an ETV Board of Directors and appropriated money to establish an office in Pierre, but failed to pass the money bill to establish the first phase of the state ETV network. The Board will direct its primary efforts to submitting another bill next year.

Meanwhile, a Center for ITV of the state's ITV Council has been set up at the University of South Dakota, as a cooperative service of KUSD-TV and the school of education. Purposes and activities are: exchange and distribution of TV programs among the state's TV stations and CCTV facilities; production of new TV series; holding utilization workshops; curriculum development of new ITV courses; informational services; preparing future teachers to use TV effectively; and development of experimental programs under federal grants. Staffers are: Martin Busch, director; Ernest Phelps, associate director; Raymond Schroeder and Fred Peterson, curriculum consultants; Dell Colwell, audio-visual consultant; Gaylord Ayers, TV production; and James Prusha, technical director.

▶ A Wisconsin legislative finance committee has approved the idea of Saturday broadcasting for the state's radio network, but allowed only $14,700 for the biennium—enough to cover operating expenses for about four hours each Saturday. If the legislature approves the committee recommendation, the limited Saturday broadcasting will begin.

▶ An ETV network for Illinois awaits decision by the assembly and governor. The bill calling for the first phase of

NAEB Newsletter, a monthly publication issued by the National Association of Educational Broadcasters, 119 Gregory Hall, Urbana, Ill. 61803. $5.00 a year. Editor: Betty McKenzie. Phone 333-0580. Area Code 217. TWX 217-344-0970.

construction and operation has been voted out by the house education committee.

### GENERAL

▶ The University of Alabama has won three certificates of excellence from the Southern Speech Association. Graydon Ausmus, director of broadcasting services, received the group's first professional award for his contributions to educational broadcasting, and certificates were awarded two ETV series —*Capstone Concert* and *Music Time*.

▶ Only one ETV facility was cited by the Edison Foundation this year—the University of Michigan TV Center. The citation was for "creative educational television."

▶ KVCR-TV, San Bernardino Valley College, is now carried on Channel 6 by the CATV system; this covers an additional 2,000 homes in the California city.

▶ KTCI-TV, sister station of KTCA-TV, Minneapolis-St. Paul, has gone on the air. The KTCA staff, including General Manager John Schwarzwalder, will serve KTCI also.

▶ The Northeastern Pennsylvania ETV Association is receiving a gift from the Taft Broadcasting Company of the complete TV transmitter of WNEP-TV, valued at over $350,000. It is hoped that the gift will advance the beginning of ETV in northeastern Pennsylvania by three years.

▶ WTVS, Detroit, presented a special schedule for the week of May 9 in honor of the city's ETV Week and also celebrating WTVS's first decade of broadcasting.

▶ WGBH, Boston, broadcast a special program on radio and TV on May 1 to celebrate its tenth anniversary.

▶ WMVS, Milwaukee, pioneer in ETV color telecasts, showed an hour-long NET program in color on May 3. This was the first NET program to be shown in color on an affiliated station and WMVS was the only NET station to carry it in color. WMVS has been carrying color films and showing colored slides on the air since January 28.

▶ The Texas Educational Microwave Project is making long-range plans to use its system to full capacity. Only a portion is used by TV, and TEMP could expand its services by providing instructional material by high-quality audio presentations as well as by TV. In addition, the system could transmit computer-based data up to four million bits per second (equivalent to transmitting the entire *Encyclopedia Britannica* in 30 seconds).

▶ Plans of the University of Mississippi to operate a commercial FM station have run up against strong opposition from the Mississippi Broadcasters Association, which says it is unalterably opposed to any state-supported institution operating a commercial radio or TV station. The association offered to help the university in securing and operating a noncommercial station.

▶ KLRN-TV, San Antonio-Austin, is showing the *CBS Reports* by special agreement with CBS.

▶ The Nashville Public Library (licensee of WPLN, NAEB FM station) has a new building, which the telephone company is featuring on the Nashville directory cover.

▶ Included in a $750,000 three-story addition at Morehead State College, Kentucky, are facilities for ETV production, including a 1220-square-foot studio.

### PROGRAMS

▶ "What IS a College Education?" is the name of a graduation special to be distributed in June state-wide in Washington. The KWSC-TV documentary film unit spent spring vacation traveling across the state interviewing the governor, educators, parents, high school students, for the special. Robert Davy headed the unit.

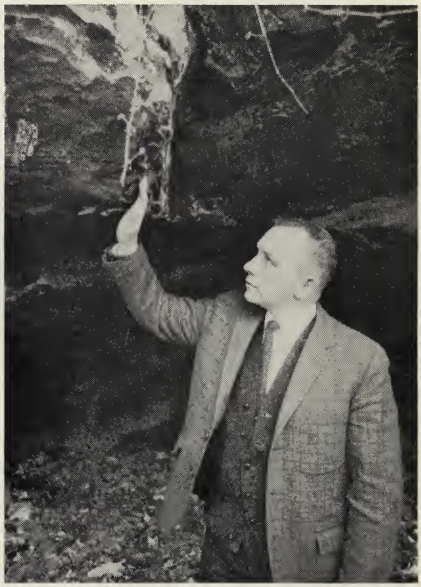
▶ WETA-TV, Washington, broadcast live the entire day's teach-in re the Vietnam situation, from 9 a.m. to midnight.

▶ About 75 NERN affiliates are broadcasting the 26-program radio series based on the International Convocation on Pacem in Terris. The programs were produced by the Johnson Foundation.

▶ The Wisconsin 1965 *Legislative Forum* series includes lawmakers talking on such subjects as: "Lie Detector—Tool or Monster?" "Constitutional Conventions for Wisconsin," "Your Tax Dollars," "Fair Housing Legislation," "Water Pollution and Boating," and "Shall We Legalize Gambling?"

▶ WBFO, FM station of the State University of New York at Buffalo, played an active part in the recent Buffalo Festival of Arts by broadcasting three of the avant-garde concerts live, plus recording talks for later broadcast. WBFO was the only Buffalo station to cover the festival completely. The station has also broadcast six live concerts by the Budapest String Quartet this semester.

## Jack Boone Visits Site Named for Forebear Daniel



Jack Boone, TV director at WOUB-TV, Ohio University, and third generation descendant of Daniel's brother Joseph, is shown at Boone Rocks in southeastern Ohio. He is engaged in photographing points of interest in twenty-one counties in the area for a telecast in support of President Johnson's Area Redevelopment Program.

It is hoped that the series of ETV programs will focus attention on the tourism potential of the southeastern part of the state. It was at Boone Rocks that Daniel was held prisoner by the Shawnee Indians and forced to work with the squaws boiling down salt. It was here that he hunted with braves and, allegedly, planned his escape to Boonesborough from whence he directed the defense activities which saved the settlement from Indian attack.

NAEB Headquarters: 1346 Connecticut Ave., N.W., Washington, D.C., 20036. Phone 667-6000. Area Code 202. TWX 202-965-0299.

## Remote Van for Sale

WFSU-TV, Florida State University Broadcasting, has a 32' tractor-trailer unit, minus equipment, for sale. It has been converted for TV usage and includes a shooting platform on top, a winch, collapsible stairs, interior and exterior cabinets, wood paneling, and equipment racks. The tractor is a Ford V-8. Contact Edward Herp, WFSU-TV director of broadcasting.

## NASA Offers TV Programs

The National Aeronautics and Space Administration is offering a new series of six half-hour TV programs, *Space: Man's Great Adventure*, without cost to ETV stations. Film prints are available for closed-circuit and direct projection.

NASA also has a new section on still photos and additional film clips to be added to their *Radio-Television Production Aids Catalog*, and a new folder describing all of NASA's educational programs and services.

Send requests for all materials to NASA, Television and Radio Branch, Code AFEE-4, Washington, D.C. 20546.

## Medical TV Broadcasters Organize

The Association of Medical Television Broadcasters was formally organized recently at a meeting of prominent physicians from throughout the United States and individuals interested in organizing a national program of continuing postgraduate medical education through ETV. Dale Groom, director of postgraduate education at the Medical College of South Carolina, was elected president.

## Summer ETV Offerings

*Eastern Michigan University.* TV utilization workshop, August 4-17. 2 hrs. graduate credit. Write Graduate School, EMU, Ypsilanti, Michigan 48197.

*University of Hawaii.* Two 3-credit graduate courses: Television in Education—use, history, research, production, teaching, utilization of ETV; Ronald Bornstein instructor. Educational Television—learning principles and motivation, ITV design and development, multi-media design, ITV production; Robert Reed instructor.

*Syracuse University.* Seminar/workshop on design and use of learning spaces for new educational media. July 12-23. Write Donald P. Ely, 121 College Place, Syracuse, New York 13210.

## Publications

● *Experiments on Mass Communication,* by Hovland, Lumsdaine, and Sheffield, has been issued as a paperback by John Wiley & Sons. The original copyright date was 1949. The paperback version, published April 30, 1965, sells for $1.95.

● Supplement No. 1 to the National Tape Recording Catalog has been published by DAVI. 38 pages. $1.

● "8" is the name of a new newsletter of 8mm film in education. Published by Teachers College, Columbia University.

● *One Week of Educational Television* is an analysis of subjects broadcast over all ETV stations in the U. S. during April 19-25, 1964. $1 each from: Morse Communication Research Center, Brandeis University, Waltham, Massachusetts, 02154. This is the third in a series of examinations of ETV programing by Brandeis. The study reports an effort by ETV to broaden its popular appeal, an increase of almost 100 per cent in news and public affairs programing during two years, and a decrease in local programing despite an average three-hour rise per station in weekly broadcast time.

● A 68-page *Handbook for Studio Teachers* is available from: Division of Radio & TV, Florida Institute for Continuing University Studies, 703 Seagle Bldg., Gainesville.

## Here and There

● S. I. Hayakawa is program chairman for the 9th International Conference on General Semantics, San Francisco State College, August 9-13.

● The Japan Broadcasting Corporation is celebrating this year the 40th anniversary of broadcasting in Japan.

● The nation's first master FM antenna, which will permit 17 FM stations to broadcast simultaneously, is to be installed atop the Empire State Building.

● The American Management Association will sponsor a five-day conference on the "Impact of Educational Technology," July 12-16 at the Americana Hotel, New York City.

● It is reported that on April 1 the BBC inaugurated "smellovision" by putting coffee beans, then onions into a machine and telling viewers to sniff and phone if it worked. Some viewers called to complain of tears caused by the onions. BBC's reply: "April Fool!"

● The latest exhibit to tour Russia under the U.S.-U.S.S.R. cultural exchange agreement included a Telstar satellite which relayed a live TV image and a laser beam which carried a human voice. But the display most popular with the Moscow visitors was one with hundreds of U. S. phone books!

● Speaking before the SMPTE recently, R. W. Hallet, a Douglas aerospace engineer, said TV transmission to spaceships roughly 200 million miles from earth is considered possible. Speaking of the problem of feelings of total isolation and loss of purpose that spacemen may experience when away from earth for long periods, he said he believes that TV can play a major role in solving the problem by televising from earth to each member of the crew the things that are important to him.

## PLACEMENT

### POSITIONS AVAILABLE

**(For information, write the Placement Service, at the NAEB office in Washington. In order to be considered through these channels, the reader must be an Individual Member of the NAEB, with credentials on file with the NAEB Placement Service. Non-members can save time by sending the $10 annual dues and $10 Placement registration fee at the time of inquiry.)**

**June 1** Radio producer for Big Ten AM operation. Responsibilities include general announcing and production with opportunity to do sports play-by-play. Position open immediately.

**June 2** Director of in-school programs for ETV station. MA degree or equivalent with experience in curriculum development, classroom teaching (elementary-secondary level); proven leadership in working with administrative and teaching personnel. Salary open.

**June 3** Director of nursing education TV project. MA in nursing or equivalent experience in directing educational project. Communications background desirable. 3-year project.

**June 4** Cameramen with at least 2 years experience in camera operation, lighting, and set erection wanted by noncommercial TV station.

**June 5** Assistant to executive secretary for state educational broadcast authority. Should be experienced in ETV, as the person will be expected to help set up educational system for state. Will work directly under executive secretary and will be expected to stay in home office. Salary based upon qualifications, but will run between $6,000 and $8,000 for 12-month contract. Must have good secretarial skills.

**June 6** Assistant producer-director needed for northeastern state teachers college. Must have BA plus 15 hours and 3 years experience in field. Salary range: $5,500-$6,200. Position open September 1965 for 10 months.

**June 7** Technician sought for northeastern state teachers college. No experience necessary, although preferred. Must have First-Class Telephone license. Contract for 11 months. Salary $5,300-$6,000 dependent upon background.

Scanned from the National Association of Educational Broadcasters Records
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